



BEYOND BOUNDARIES THROUGH APPLIED QUALITATIVE RESEARCH

Integrating Workplace Learning with Academic Standards: A
Case Study in Broadcast Journalism – Dr Ian Attard

Overview:

The project aims to connect learning at the workplace with accredited MASTERS-level courses.

Goal:

Develop learning modules at MA level for specific industry projects, focusing on real-world challenges and skill gaps.

Research Focus

Main Question:

Can we improve industry skills by teaching and accrediting employees directly at their workplaces?

Focus:

Fact-checking in broadcast journalism as a case study.

Key Terms Explained:

Micro-Credentials:

Small, focused qualifications that recognize specific skills gained in a short time.

Interdisciplinary Modes of Assessment:

Using different types of tests and evaluations from various fields to measure learning.

Proposed Project Phases & Data Collection

Phase 1: Needs Analysis (Months 1-4)

Collect data through interviews and surveys with journalists, students, and educators in the broadcast journalism industry.

Proposed Project Phases & Data Collection

Phase 2: Framework Design (Months 6-8)

Co-creating curriculum with stake holders based on results from Needs Analysis. Create learning modules based on the needs identified.

Proposed Project Phases & Data Collection

Phase 3: **Pilot Testing (Months 14-15):**

Testing these modules in real workplaces, gathering feedback from participants. Testing includes learning dissemination, Assessment and Feedback sessions.

Proposed Project Participants

Key Participants:

Employed Journalists, students, and industry experts in broadcast journalism.

Data Collection:

Interviews and surveys will be used to understand the skill gaps and challenges.

Feedback during pilot testing will assess the usability and effectiveness of the modules.

Interested Industry Collaborators

Times of Malta

Fact Checking Procedure



Project Methodology Overview

Research Approach

Mixed-method: Combining qualitative data (interviews, feedback) and quantitative data (survey results, learning outcomes).

Iterative: Continuous improvement based on feedback from participants and educators.

Project Methodology Overview

Research Approach

Quantitative Methods: Surveys to measure skill improvements and learning outcomes

Feedback will be integrated through continuous adjustments to curriculum based on participant feedback.

Broader Impact

Benefits for Industry: Filling skill gaps in journalism.

Benefits for Education: Creating a framework that can be applied across various industries.

Conclusion and Next Steps

Showing through evidence how the project bridges industry needs with academic standards.

Potentially expanding the model into other sectors and scaling up the project to other Industry needs