

# Introducing Research-Led Teaching in Higher Education Learning

AP Dr. Catherine Lee Cheng Ean & Serena Leow

- Research-led teaching: Introducing research within the discipline to students (Haaker & Morgan-Brett, 2017).
- It is a process of telling students about academic research and engaging them in research (Bret, 2002).
- This method provides students with hands-on experience and allow for some decision-making within the research process.

## Case study 1: Campaign Planning & Execution

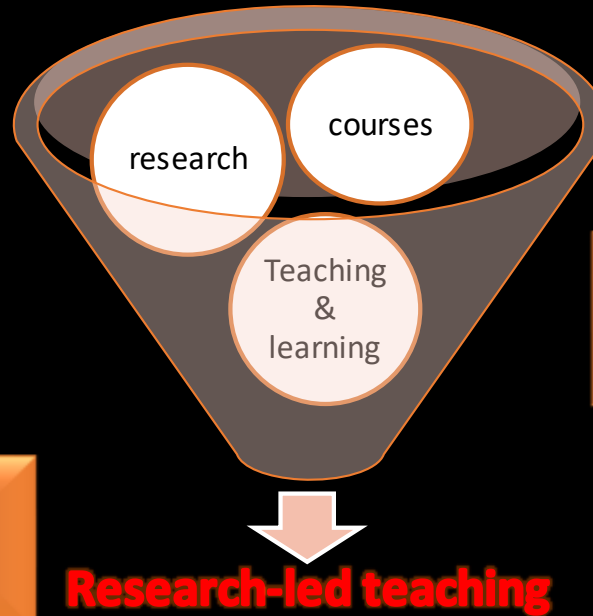
Requirements in the course:  
Face-to-face primary research (interview/survey)  
to identify the situation for campaign planning  
and execution

Challenges faced during pandemic

- Unable to conduct face-to-face primary research
- Unable to execute physical campaign activities

Solutions and best  
practices after  
pandemic

- Hybrid mode (face-to-face & online) for conducting primary research
- Conduct webinar and social media postings for campaign



**Research-led teaching**

## Case study 2: Intercultural Communication

Requirements in the course:  
Conduct field observations and in-depth interviews  
to understand a selected cultural group

Challenges faced during pandemic

- Unable to conduct face-to-face interviews and field observations

- Learn new ways of understanding cultural groups by conducting secondary research analysis and online interviews.

Solutions and best  
practices after  
pandemic