



蘇州大學
Soochow University

SOS 221 Qualitative Methods

Summer 2023

Course Credits: 4

Contact Hours: 55 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

This course provides an overview of qualitative research methods, with a particular focus on their application to the study of communication phenomena. Students will be introduced to ethnography, participant observation, case studies, and focus groups, and will have the opportunity to explore the practical use of these methodologies. By the end of the course, students will have gained a solid understanding of how to use these methods to investigate communication phenomena in a meaningful and effective way.

Upon Completion of this Course, students will be able to:

1. Understand the basic principles and concepts of ethnography and other qualitative research methods for studying communication phenomena
2. Use participant observation, case studies, and focus groups to collect and analyze data related to communication phenomena
3. Reflect on ethical considerations and challenges of conducting research in the field of communication
4. Synthesize and communicate research findings effectively through various formats

PREREQUISITES

COM 392 Research Methods in Communication Studies

GRADING

Grades will be determined by accumulating points, with 100 points being the



maximum, as follows:

ITEM	POINTS
Quizzes	20 Points
Midterm 1	20 Points
Midterm 2	20 Points
Final Exam	40 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

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Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Introduction to Ethnography and Qualitative Research Methods Topic 2: Overview of qualitative research methods Topic 3: Differences between qualitative and quantitative research Topic 4: Ethnography as a research method for studying communication phenomena Assessments: Quiz#1



Module 2	Topics: Topic 5: Participant Observation Topic 6: Understanding participant observation as a research method Topic 7: Conducting participant observation in communication research Topic 8: Analyzing data collected through participant observation Assessments: Quiz#2
Module 3	Topics: Topic 9: Case Studies Topic 10: Conducting case studies in communication research Topic 11: Analyzing data collected through case studies Topic 12: Focus Groups Assessments: Midterm#1
Module 4	Topics: Topic 13: Conducting focus groups in communication research Topic 14: Analyzing data collected through focus groups Topic 15: Ethical Considerations and Challenges of Conducting Research in Communication Topic 16: Challenges of conducting research in communication Assessments: Midterm#2
Module 5	Topics: Topic 17: Applying Qualitative Research Methods in Communication Topic 18: Practical applications of qualitative research methods in communication Topic 19: Synthesizing data collected through qualitative research methods Topic 20: Communicating research findings through various formats Assessments: Final Exam

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.



2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION



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Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.