

QUALITATIVE PROCEDURES

COM 2202

McDaniel College, Budapest

Instructor: Petra Kiss (petramader@gmail.com)

Course Section/Time:

Thursdays, 14:15-17:30

Availability: After course sessions or on request.

COURSE Description

The course aims to introduce to the major qualitative research methods. Beginning with an overview of the changing contexts and trends in media and communication research approaches the course focuses on offering practical and accessible guidance how to design, plan and carry out successful qualitative research projects in media and communication.

Students can expect knowing and using in practice the following methodologies: participant observation, deep interview, focus group.

As a detour to practice-oriented approaches, in the second half of the course, with the knowledge already acquired about qualitative methods, students will be introduced into Design Thinking. Design Thinking is a structured approach to generating and evolving ideas with five phases that help navigate the development from identifying a design challenge to finding and building a solution.

Teaching method: The course is a combination of lecturing, problem solving, tutorial and discussion sections. Some sessions will be held in outside venues.

LEARNING OBJECTIVES

- Understand the elements of methods, theory and practice of qualitative research
- Develop the ability to design a qualitative study.
- Develop the ability to perform a qualitative study.

REQUIRED TEXTS

Handouts during the semester

RECOMMENDED READING

Hansen, Anders – Machin, David (2013). *Media and Communication Research Methods : An Introduction*

TOPICS

Week 1. September 6.	Introduction into Qualitative Research Methods
Week 2. September 13.	Participant Observation. What? How? Why?
Week 3. September 20.	Interview preparation. Interview for empathy. Extreme users
Week 4. September 27.	Developing interview guide. Experiencing interview situation.
Week 5. October 4.	Theory and history of focus group research
Week 6. October 11.	Developing focus group guide. Experiencing focus group situation.
Week 7. October 18.	Midterm
Week 8. October 25.	Focus group - Analyzing text for the study.
Week 9. November 1.	no class
Week 10. November 8	Design Thinking: Introduction Understanding Phase – understanding and empathy as foundations of human centered design process.
Week 11. November 15.	Design Thinking: Define Phase – defining the problem to work on. Ideation Phase – ideate in order to transition from identifying problems into exploring solutions for users.
Week 12. November 22.	no class
Week 13. November 29.	Design Thinking: Prototyping Phase – getting ideas and exploration out of your head and into the physical world. Testing Phase – get feedback on your solutions.
Week 14. December 6.	Summary of qualitative methods and their application
Week 15. December 13.	Final Exam

ASSIGNMENTS AND GRADING

Assignments: All Home Assignments help students to reach the course's primary goal, to develop skills in gathering, organizing, interpreting and presenting research information. Therefore, Home Assignments are part of the course's grading.

Grades:

5 Homework assignments (each HA 10 pts) = $10 \times 5 = 50$ pts

Midterm Exam = 100 pts

Final Exam (elaborated research analyzed and interpreted in a research report format and presented in ppt) = 150 pts

Total possible points = 300 pts

Standard McDaniel College scale:

100+	A+
93-100	A
90-92	A-
88-89	B+
83-87	B
80-82	B-
78-79	C+
73-78	C
70-72	C-
68-69	D+
63-67	D
60-62	D-
< 60	F

COURSE EXPECTATIONS

1. Attend class. More than three unexcused absences will result in a lowering of your final grade by one letter. If you are absent, it is your responsibility to find out what you missed before you return to class.
2. Read assignments before class; reflect on readings.
3. Submit the assignment before the class starts.
4. Actively participate in class discussion.
5. Complete work on time.
6. Follow the *McDaniel College Honor Code*