

Paper 102: Methodological Issues in Communication

DESCRIPTION

MODULES

This course is designed to combine discussion of the qualitative approach to research with an application component tailored to the student's individual research plans for his/her Ph.D. thesis. The application component allows the student to engage in original data collection, and to transcribe, code and analyze the data collected (essentially to "try out" the method before beginning formal data collection for the doctoral thesis). The course includes discussion of qualitative research, responsibilities of the researcher, ethical questions, and relevant approaches to data collection. Lectures are balanced with student discussion and meetings on individual student projects.

Approaching Qualitative Communication Research

Method in Qualitative Communication Research

Techniques in Qualitative Communication Research

Meetings and discussions of individual student research projects will take place throughout the course.

MODULE: Approaching Qualitative Communication Research

<p>Approaching Research</p> <ul style="list-style-type: none"> • Positivist, interpretive and critical approaches • Historical background to qualitative research • Why we use the qualitative approaches 	<p>Research of the Researcher</p> <ul style="list-style-type: none"> • Formulating qualitative research questions • Designing qualitative research 	<p>Role of the researcher</p> <ul style="list-style-type: none"> • Researcher bias • Reflexivity • Responsibility of the researcher 	<p>Ethics</p> <ul style="list-style-type: none"> • Background on ethical problems in social research • Institutional Review Board • Protecting participants
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MODULE: Methods in Qualitative Communication Research

<p>Individual and Group Interviewing</p> <ul style="list-style-type: none"> • Structured, semi-structured, open interviews • Structured interviews • Logistics 	<p>Focus Group Discussions</p> <ul style="list-style-type: none"> • Different between FGD and interview • Preparing for FGD • Logistics • Approaches to analyses 	<p>Ethnography and Stories</p> <ul style="list-style-type: none"> • Case Study • Participant Observation • Life History/Narrative 	<p>Artifacts and Texts</p> <ul style="list-style-type: none"> • Content analysis • Document analysis • Other types of artifacts
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MODULE: Techniques in Qualitative Communication Research

<p>Fieldworks and Research Notes</p> <ul style="list-style-type: none"> • Gaining access • Homophily and heterophily • Recording Data • Types of field Data • Debriefing participants 	<p>Analysis in Qualitative Research</p> <ul style="list-style-type: none"> • Positionality and standpoint • Bias Identification and acknowledgment • Insider/Outsider 	<p>Making Sense of Qualitative Data</p> <ul style="list-style-type: none"> • Organizing data • Thematic Codes • Code identification 	<p>Conclusion</p> <ul style="list-style-type: none"> • Review • Reporting qualitative findings
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Readings

- Becker, H.S. (2002). The life history and the scientific mosaic. In D. Weinberg (Ed.), *Qualitative research methods*. Malden, MA: Blackwell Publishers.
- DeVault, M.L. (2002). Talking and listening from women's standpoint: Feminist strategies for interviewing and analysis. In D. Weinberg (Ed.), *Qualitative research methods*. Malden, MA: Blackwell Publishers.
- Emerson, R.M. (2001). *Contemporary field research: Perspectives and formulations (2nd ed.)*. Prospect Heights, IL: Waveland Press.
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- Fetterman D.M. (2010). *Ethnography: Step by step (3rd ed.)*. Los Angeles, CA: Sage Publications.
- French, S.L. (2003). Reflections on healing: Framing strategies used by acquaintance rape survivors. *Journal of Applied Communication Research*, 31(4), 298-319.
- Goffman, E. (2002). On fieldwork. In D. Weinberg (Ed.), *Qualitative research methods*. Malden, MA: Blackwell Publishers.
- Hodder, I. (2002). The interpretation of documents and material culture. In D. Weinberg (Ed.), *Qualitative research methods*. Malden, MA: Blackwell Publishers.
- Holstein, J.A., & Gubrium, J.F. (2002). Active interviewing. In D. Weinberg (Ed.), *Qualitative research methods*. Malden, MA: Blackwell Publishers.
- Hughes, E.C. (2002). The place of field work in social science. In D. Weinberg (Ed.), *Qualitative research methods*. Malden, MA: Blackwell Publishers.
- Keyton, J. (2006.) *Communication research: Asking questions, finding answers (2nd ed.)*. New York, NY: McGraw Hill.
- LeCompte, M. & Schensul, J. (1999.) *Designing and conducting ethnographic research*. Walnut Creek: Alta Mira Press.
- Lee, P. (2006). Bridging cultures: Understanding the construction of relational identity in intercultural friendship. *Journal of Intercultural Communication Research*, 35(1), 3-22.
- Parry, R.L. (2005). *In the time of madness*. New York, NY: Grove Press.
- Roy, B. (1994). *Some trouble with cows: Making sense of social conflict*. Berkeley, CA: University of California Press.
- Schafft, G.E. (2002). Scientific racism in service of the Reich: German anthropologists in the Nazi era. In A.L. Hinton (Ed.), *Annihilating difference: The anthropology of genocide*. Berkeley, CA: University of California Press.
- Schensul, S.L., Schensul, J. & LeCompte, M. (1999). *Essential ethnographic methods*. Walnut Creek: Alta Mira Press.
- Wengraf, T. (2001). *Qualitative research interviewing*. Thousand Oaks, CA: Sage Publications.