This is a DRAFT only. Please see the course site for the final version.

**Course Description:** In this course, students will learn to investigate the social world using a variety of qualitative approaches, such as in-depth interviewing techniques, observation, and textual analysis. Students will explore the principles underlying qualitative inquiry and acquire a general understanding of the theoretical positions that underlie qualitative methodology. Through lectures, readings, assessments, and hands-on research activities, students will explore different ways of investigating the social world in a scientific but non-statistical way that gives voice to the people we are studying. The ultimate goal is to let students experience the ways that qualitative sociologists do research. We will therefore emphasize applied aspects of qualitative research.

**Prerequisite(s):** Sociology 2206A/B

Unless you have either the prerequisites or written special permission from your Dean to enroll in the course, you may be removed from this course and it will be deleted from your record. The decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

**Anti-prerequisite(s):** Sociology 3310F/G, Family Studies and Human Development 3230A/B.

**Course Objectives and Learning Outcomes:**
By the end of this course, students will be able to:

- Develop skills around how to collect, manage, analyze, and interpret qualitative research data
- Formulate research questions and choose a qualitative research design to examine those questions
- Understand and meet the ethical standards for conducting research with human subjects, including research in online spaces
- Design and carry out a research project, including conducting in-depth interviews, ethnographic field observations, and content analysis
- Analyze and interpret qualitative data

Demonstrate academic integrity in assessed work through appropriate use of academic citation and referencing conventions.
Course Material:
There is no single textbook students need to purchase, however this course draws heavily from Alan Bryman’s *Social Research Methods*. You can purchase various editions online or through the campus bookstore

[https://bookstore.uwo.ca/textbook-search?campus=UWO&term=W2021A&courses%5B0%5D=001_UW/SOC3307F](https://bookstore.uwo.ca/textbook-search?campus=UWO&term=W2021A&courses%5B0%5D=001_UW/SOC3307F)

Other weekly readings will be assigned and posted on OWL

Communication:
Students are responsible for checking the course OWL site ([http://owl.uwo.ca](http://owl.uwo.ca)) on a regular basis for news and updates. This is the primary method by which information will be disseminated to all students in the class.

The best way to contact me is by email: Kaitlynn.mendes@uwo.ca. Please note that I might take up to three business days to reply to your email.

Method of Evaluation:
The evaluation methods described in the course outline are essential requirements for the course.

Evaluation Breakdown:

<table>
<thead>
<tr>
<th>Task</th>
<th>Due</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class attendance</td>
<td>All Weeks</td>
<td>10%</td>
</tr>
<tr>
<td>In-depth interview proposal</td>
<td>12 Feb 2024</td>
<td>15%</td>
</tr>
<tr>
<td>Ethnography Assignment</td>
<td>1st March 2024</td>
<td>25%</td>
</tr>
<tr>
<td>Content Analysis Assignment</td>
<td>15th March 2024</td>
<td>15%</td>
</tr>
<tr>
<td>Interview transcription, analysis and write up</td>
<td>5th April 2024</td>
<td>35%</td>
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</tbody>
</table>

Evaluation Details:
Class Attendance: Class attendance is expected and students must attend at least 80% of class to pass the course. If you cannot attend a class due to illness or other reasons please inform Professor Mendes ahead of time. You must attend at least 10 classes to get full marks.

Due: Weekly
Weight: 10%
Where: In Person

In-depth interview proposal: Identify a sociological problem. Identify research questions. Create a draft interview guide; Describe your recruitment strategy; produce your letter of information and consent form.
Due: 12th Feb
Weight: 15%
Length: 6-8 pages, double-spaced
Where: OWL

*Ethnography Assignment:* Spend some time observing a specific site; collect field notes. Write a short essay describing your observations, and the challenges of being an observer

Due: 1st March
Weight: 25%
Length: 8-10 pages, double-spaced
Where: OWL

*Content Analysis Assignment:* Content will be assigned to you. Choose content to analyse and answer the questions posed to you on the assignment. We will do this during class time.

Due: 15th March
Weight: 15%
Length: 6-8 pages, double-spaced
Where: OWL

*Interview transcription, analysis and write-up:* Conduct an interview (over zoom, face-time or phone). Transcribe the interview and analyse it for themes related to your research questions. Write a brief report on your findings.

Submit your transcription, your thematic coding notes, and a brief write-up on your findings.

Due: 5th April
Weight: 35%
Length: 10-15 pages, double-spaced
Where: OWL

**Student Absences:**

If you are unable to meet a course requirement due to illness or other serious circumstances, please follow the procedures below.

**Assessments worth less than 10% of the overall course grade:**

Regarding student attendance, if students are going to miss class for unforeseen circumstances, please contact Dr. Mendes as soon as possible. Depending on the circumstances, Dr. Mendes might consider reweighting the assignment.

**Assessments worth 10% or more of the overall course grade:**

For work totaling 10% or more of the final course grade, students must provide valid medical or supporting documentation to their Home Faculty Academic Counselling Office as soon as possible (not Dr. Mendes).
Depending on the circumstances, accommodations might be made by providing an extension or re-weighting.

**Course Schedule and Readings:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 11</td>
<td>1</td>
<td>Introduction – What is qualitative research</td>
</tr>
<tr>
<td>Jan 18</td>
<td>2</td>
<td>Qualitative research design and processes</td>
</tr>
<tr>
<td>Jan 25</td>
<td>3</td>
<td>Research Ethics</td>
</tr>
<tr>
<td>Feb 1</td>
<td>4</td>
<td>Interviews and Focus Groups</td>
</tr>
<tr>
<td>Feb 8</td>
<td>5</td>
<td>Ethnography and Observational Methods</td>
</tr>
<tr>
<td>Feb 15</td>
<td>6</td>
<td>pARTicipatory and creative methods</td>
</tr>
<tr>
<td>Feb 22</td>
<td></td>
<td><strong>Reading week</strong> (Feb 17-25)</td>
</tr>
<tr>
<td>Feb 29</td>
<td>7</td>
<td>Content Analysis</td>
</tr>
<tr>
<td>March 7</td>
<td>8</td>
<td>Semiotics and Case Study Research</td>
</tr>
<tr>
<td>March 14</td>
<td>9</td>
<td>No class – drop in consultation</td>
</tr>
<tr>
<td>March 21</td>
<td>10</td>
<td>Analyzing Data: Coding, thematic, and discourse analysis</td>
</tr>
<tr>
<td>March 28</td>
<td>11</td>
<td>Writing up and presenting research</td>
</tr>
<tr>
<td>April 4</td>
<td>12</td>
<td>No class – drop in consultation</td>
</tr>
</tbody>
</table>

**Week 1: January 11th 2024  Introduction – What is qualitative research:**

- Introduction to the course, content, assignments and expectations
- Difference between qualitative and quantitative research
- The beauty and mess of qualitative research

*Key Reading:*


**Week 2: January 18th 2024  Qualitative research design and processes**

- Understanding the context of your project: Literature reviews
Developing research questions
Choosing the right research design
Understanding sampling decisions

Key Readings:


Additional Readings:


Week 3: January 25th 2024  Research Ethics

• Understand key ethical principles in qualitative research, including special considerations for online research
• Protecting yourself, and research participants

Key Readings:


Additional Readings:


Week 4: February 1st 2024  Interviews and Focus Groups

• Developing interview guides and strategies for successful interviews
• How do run a focus group
• Troubleshooting interviews and focus groups
• Interview exercise in class

Key Readings:


**Week 5: February 8th 2024**   **Ethnography and Observational Methods**

*Key Readings:*


**Week 6: February 15th 2024**   **pARTicipatory and creative methods**

- This week we will discuss various ways that you can integrate art and creative outputs into your research design
- Learn how pARTicipatory research can be useful for helping marginalized groups share information and knowledge in their own, creative ways.
- Get a chance to receive formative feedback on your in-depth interview proposal

*Key Readings:*


**February 17th-25th 2024 – Reading Week – No Classes**

**Week 7: February 29th 2024**   **Content Analysis**

- Key features of content analysis
- Learn how it can be either qualitative or quantitative – and the difference between the two
• Developing coding for content analysis

Key Readings:


Week 8: March 7th 2024  Semiotics and Case Study Research
• Learn to design and carry out a case study research
• What is semiotics and how is it used
• Practice doing semiotic analysis

Key Readings:


Zainal, Z (2007) ‘Case Study As a Research Method’, Jurnal Kemanusiaan, 9(Jun) Available at: https://www.researchgate.net/publication/41822817_Case_study_as_a_research_method

Week 9: March 14th 2024  No Class- Drop In Consultation
• This week, students will get the chance to have 1-1 drop in sessions to discuss and get feedback on their next assignment

Week 10: March 21st 2024  Analyzing Data: Coding, thematic and discourse analysis
• This week we learn about key ways to analyse and code qualitative data, using techniques such as thematic analysis and discourse analysis
• Have a chance to get formative feedback on your final assignment

Key Readings:


Lofgren, K (2013) ‘Qualitative analysis of interview data’
https://www.youtube.com/watch?v=DRL4PF2u9XA
Mod-U (2016) ‘How to know you are coding correctly: Qualitative research methods’
https://www.youtube.com/watch?v=iL7Ww5kpnIM

Week 11: March 28th 2024 Writing up and presenting research

- This week we go over details of how to write up and present research
- Students get a final chance for summative feedback on their final assignment

Key Reading:


Week 12: April 4th 2024 No class – drop in session

- This week, students will get the chance to have 1-1 drop in sessions to discuss and get feedback on their final assignment

Academic Policies:

Please review the Department of Sociology “Important Academic Policies” document
https://sociology.uwo.ca/undergraduate/courses/Academic_Policies.pdf for additional information regarding:

- Scholastic Offences
- Plagiarism
- Copyright
- Academic Accommodation
- Accessibility Options
- Mental Health