



TRMH*6080
Qualitative Research Methods
Winter 2020
0.5 Credits

General Course Information

Instructor:	Erna van Duren
Email	evandure@uoguelph.ca
Office Location	MACS224
Office Hours	Mondays 1-2 p.m.
Department/School	HFTM
Class Schedule:	Mondays 9-12 a.m.
Pre-requisites:	Research Methods for Tourism and Hospitality (TRMH*6290)
Classroom:	MAC Room 233

Course Description

This course examines qualitative research methods used in food, tourism, and sport, as well as related hospitality and service management areas. Topics include types of qualitative methods, their theoretical foundations, project design, data collection, and analysis procedures and strategies, as well as appropriate communication of results.

Course Learning Outcomes

Upon successfully completing this course, you will be able:

- 1) Apply qualitative research methods appropriately.
- 2) Use software to analyze qualitative data.
- 3) Complete various procedures required to collect qualitative data (i.e. conduct an interview, an observation and visual online analysis).
- 4) Design a qualitative research project.
- 5) Explain the ethical issues involved in qualitative research and other related institutional and legal requirements.
- 6) Write, present and discuss issues, methods, procedures and results from qualitative research.

Summary of Course Content and Materials

The course is an interactive class requiring in-class participation and pre-class preparation. Students will be required to read all assigned readings in their entirety prior to class and be prepared to discuss the readings in class. This class will consist of 12 weeks, which are grouped in 3 major units. Each unit comprises lectures, workshops, seminar style discussion and culminates with student led presentations and discussions. Through this process, not only does the student have the opportunity to share their research topic and gain feedback, they are also able to solicit insights from the class discussion. By leading a portion of the seminar, the student demonstrates their familiarity with pertinent literature, and they are provided the opportunity to improve not only their research, but their leadership and teaching abilities.

Course Assessment

	Value	Description	Learning Outcomes	Due Date/ location
Assessment 1:	25%	Critical Review of Examples of Qualitative Research Methods; Written analysis + presentation	LO1, LO4, LO6	<i>Jan. 27 7:00 a.m. Dropbox Assignment 2</i>
Assessment 2:	25%	NVIVO coding and analysis of 10 sources (in student's selected topic of interest, relevant to research proposal development)	LO2, LO5, LO6	<i>Feb. 24 7:00 a.m. Dropbox Assignment 2</i>
Assessment 3:	35%	Practising Procedures and Research Design: Propose a project and practice the conduct two procedures to collect relevant data; (1) interview + one of (a) observation (b) online source	LO1, LO3, LO6	<i>March 16 or 23 7:00 a.m. Dropbox Assignment 3</i>
Assessment 4:	15%	Participation	All LOs	<i>Each class</i>
Total	100%			

The class will develop the participation rubric during the first week of class.

Teaching and Learning Practices

Please see schedule at the end of this outline

Course Resources

Required Text:

Lune, H. & Berg, Bruce, L. (2017). Qualitative research methods for the social sciences (Ninth edition, global edition. ed.). Pearson; Also available on reserve

Kozinets, R. V. (2015). Netnography: Redefined: SAGE Publications. Also available on reserve

Other Resources:

Notes, Software, Readings: All other notes, software or readings will be made available through the D2L CourseLink site, Outlook/OneDrive, the library data centre and the UofG the Library Reserve System

Course Policies

Grading Policies

All assignments must be submitted on the due date and time unless otherwise specified. No extensions will be offered, and no exceptions will be made. If assignments are handed in late, 33.33% of the total marks will be deducted for every day (another 24 hours from the original due date and time) they are late (including weekends). Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Course Policy regarding use of electronic devices and recording of lectures: Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted, they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

Missed Assignments: A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving to a new house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#,

and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

https://www.uoguelph.ca/registrar/calendars/graduate/2018-2019/genreg/sec_d0e2502.shtml

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Graduate Calendar:

https://www.uoguelph.ca/registrar/calendars/graduate/2018-2019/genreg/sec_d0e2952.shtml

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Drop date

The last date to drop one-semester courses, without academic penalty, is Friday April 3, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/graduate/current/>

Course Schedule

Week	Topic	Readings
Unit 1 – Qualitative methods Context, Use and Essentials		
Week 1 Jan. 6	Qualitative research methods in context	Lune & Berg Chapter 1 - Introduction; Chapter 9 - Social Historical Research and Oral Traditions Kozinets Chapter 1 Introduction Chapter 2 Networked Sociality
Week 2 Jan. 13	Essential types of qualitative methods and their constituent procedures	Lune & Berg Chapter 2 Designing qualitative research Chapter 3 Ethical Issues Chapter 8 Unobtrusive Measures in Research Chapter 12 Writing Research
Week 3 Jan 20.	Essential types of qualitative methods and their constituent procedures	Kozinets Chapter 3 Researching Networked Sociality Chapter 4 Netnography Redefined Chapter 6 Ethics
Week 4 Jan 27.	Student presentations of assignment 1	
Unit 2 - Qualitative Methods: Using NVIVO		
Week 5 Feb. 3	Uses of qualitative methods: Stand-alone, pre-quantitative, literature reviews	Lune & Berg, Chapter 11 An Introduction to Content Analysis Chapter 4 A Dramaturgical Look at Interviewing Kozinets, Chapter 9 Data Analysis and Interpretation
Week 6 Feb. 10	NVIVO	Library data/software workshop. This workshop will involve: (a) Setting up and basic use of NVIVO and (b) working on a sample project that encompasses... (1) a case study, (2) an interview, and (3) an online source, Required Readings Lune & Berg: Chapter 10 Case Studies
Feb 17.	READING WEEK	
Week 7 Feb. 24	NVIVO	Library data/software workshop continued Students will work on their assignment for Unit 2.
Week 8	Student presentations of assignment 2	
Unit 3 - Qualitative Methods: Procedures and Design		
Week 9 March 2	Procedures for collecting, organizing and analysing data	Lune. & Berg Chapter 6 Ethnographic Field Strategies Chapter 7 Participatory Action Research Chapter 5: Focus Group Interviewing
Week 10 March 9	Procedures for collecting, organizing and analysing data	Kozinets Chapter 7: Data collection Chapter 8: Researcher Participation in Data Collection and Creation
Week 11 March 16	Student presentations of assignment 3	
Week 12 March 23	Student presentations of assignment 3	