



CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Course Code	CMNS 202	Course Title	Introduction to Qualitative Methodology			
Credit Value	3	Department	Social Sciences			
No. of weeks	14	Hrs. per week	<i>Lecture</i>	<i>Tutorial</i>	<i>Laboratory</i>	<i>Total</i>
			3	1	1	4
Course Description	This course will familiarize students with a number of qualitative methods that address issues of power, communication, and knowledge-creation, including field research, documentary research, and textual analysis. Students in this course, rather than carrying out extensive library research, are to conduct research assignments and will be asked to think carefully about how they encounter the world around them as observers and researchers, and how they then represent those experiences in their writings, stories, and conversations.					
Prerequisite(s)	ENGL 100, CMNS 110, CMNS 130, 3-credits of first-year arts.					
Initial Articulation Targets	<i>UBC</i>	<i>SFU</i>	<i>UVic</i>	<i>UNBC</i>	<i>TRU</i>	
	ARTS 2XX (3)	CMNS 202 (4)	ARTS 2XX (3)	WMST 307 (3)	CMNS 2840 (3)	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca					
Learning Outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> Analyze the relationship of knowledge to power Assess their own role as a researcher Differentiate between qualitative and quantitative methodologies Evaluate the practice of, and the use for, textual analysis in communication research Discuss the ethics and politics of doing research Critically examine what appears as 'common sense' and 'natural' in everyday life Compare basic applications of qualitative methods and key considerations when choosing between them. 					
Content	<p>Core topics – all of the following will be covered:</p> <ul style="list-style-type: none"> Review the history of qualitative research approaches in communication and the location of knowledge Learning about the differences between the major Communication research paradigms: qualitative, quantitative and rhetorical research and how they relate to research methods Discuss and integrate communication theories, such as social constructivism, with research design 					



	<ul style="list-style-type: none">• Evaluate the benefits and drawbacks of qualitative communication research methods, including textual analysis (discourse and/or content analysis), documentary research, interviews, ethnography, observation and other qualitative methods• Critically assess how the scientific method is applied in communication research studies and online texts• Collaborate with others to create a term mini research project which will include research design, writing a research proposal, collecting data, making a formal research presentation, and writing up a research report• Write effective interview questions and practice additional qualitative methods in a research project setting; use effective sampling strategies• Write and present research findings in class• Identify and reflect on ethical considerations when undertaking research with human participants• Engage with questions related to researcher's positionality• Decolonizing communications research <p>Additional topics may also be covered at the discretion of the instructor:</p> <ul style="list-style-type: none">• Indigenous research strategies• JEDI (Justice, Equity, Diversity, and Inclusion) perspectives in research consent, design, and methods
Methods of Instruction	<p>Lectures, class debate and discussions, audiovisual presentations, small groups working in online platforms, regular reflective submissions, individual work on academic assignments.</p> <p>Labs</p> <p>In addition to the scheduled classes and tutorials (discussing the readings), we will have a weekly lab session (location to be determined) as a space to practice techniques, raise questions and concerns, and discuss course content with one another. There will be lab exercises that students need to complete either on Canvas or in class.</p>
Required Textbook(s)	<p>The following textbook(s) is/are required, or approved equivalent(s).</p> <p>Bhattacharjee, Anol (2012). Social science research: Principles, methods, practices. https://open.umn.edu/opentextbooks/textbooks/social-science-research-principles-methods-and-practices</p> <p>Blackstone, Amy (2012). Principles of sociological inquiry: Qualitative and quantitative methods. https://open.umn.edu/opentextbooks/textbooks/principles-of-sociological-inquiry-qualitative-and-quantitative-methods</p> <p>Supplemental Text(s), if applicable: Research articles selected by the instructor from the AC Library or open access journals. All course material will be made available on the course Canvas page as articles and chapters.</p>



Required Equipment and Technology	<p>Students are required to have a computer with internet access.</p> <p>The following resources are provided by the College:</p> <ul style="list-style-type: none"> • Office 365 • Student email 		
Homework Hours	At minimum, students can expect one hour of homework for every hour of instructional time.		
Evaluation	<i>Component</i>	<i>% Value</i>	
	In-class activities and debates	5-15%	
	Weekly lab entries	10-20%	
	Quizzes (2-3)	5-20% each	
	Research paper 1 on the first research method covered in class	15-25%	
Research paper 2 on the second research method cover in class	15-25%		
Research group presentation	15-25%		
Completion Requirements	The minimum grade to pass this course is D (50%). Unless otherwise stated, a minimum grade of C- (55%) is required for this course to fulfil a prerequisite.		
Course Designer(s)	Daniel Ahadi, Ph.D., School of Communication, Simon Fraser University	Consultant(s), <i>if applicable</i>	Samantha May, Ph.D., Department Head (Social Sciences), Alexander College
Dean's Approval	Steven Roe, Ph.D., Dean of Arts and Sciences, Alexander College	Dean's Approval Date	June 1, 2023
Curriculum Committee Approval Date	June 1, 2023	First Term Offered	
Last Review Date	June 1, 2023	Next Review Date	June 1, 2028
Revision History	January 2, 2025 – English prerequisite increased to ENGL 100, effective Winter 2025		