

QUALITATIVE METHODS

COM 7325 | CRN: 24982

This course introduces students to core concepts and methods of qualitative research. Through a variety of hands-on learning activities, readings, and class discussions, we will explore the steps involved in planning qualitative studies as well as the role of theory in guiding and informing research design. We will also look at several key data gathering techniques, in particular, naturalistic observation, in-depth interviewing, and virtual data-gathering, along with approaches to qualitative analysis. In exploring these topics, we will consider the philosophical traditions that inform qualitative research, and discuss key issues around ethics, consent and the presentation of research findings.

**Grad students from outside the Communication Department must contact the instructor to request permission to take this course.*

SPRING 2021

Tuesday 6:30 PM – 9:15 PM

Online synchronous

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