

Qualitative Research Methods

JRSM 7085-S01, 001

Fall 2023

Class meeting: T, 5:30-8:30 p.m.

UofM Global Synchronous

Chalise Macklin, Ph.D.

Office: 306 Meeman Journalism Building

Office Hours: Monday – 10:30 – Noon or 2 – 3 (by appointment only)

For students who cannot meet on Monday, I will meet with students (BY APPOINTMENT ONLY) on Wednesday 1 – 2

Office number: 901-678-2653

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COURSE REQUIREMENTS

Catalog description

Familiarization with in-depth interviews, focus groups, participant observation, and textual analysis; practical experience in collecting and analyzing qualitative data.

Prerequisite/Corequisite

JRSM 7050 Mass Communication Theory

Textbooks, Software and Required Materials

Lindlof, T.R. & Taylor, B.C. (2017). *Qualitative Communication Research Methods* 4th Edition. Sage Publishing. ISBN-13: 978-1452256825

Altheide, D.L. (1996) *Qualitative Media Analysis*. ISBN: 0-7619-0199-X

Wolcott, H.F. (1990) *Writing Up Qualitative Research*. ISBN: 0-8039-3793-8

Classroom format

This is a graduate seminar with lecture and class discussion. Each week, we will discuss a new topic and selected readings. You must be prepared to discuss those readings each week. Please note that failure to attend class or to actively participate, even if all your assignments are turned in on time and done acceptably, will significantly affect your final grade.

Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. Click on the link for JRSM 7085.S01 to enter your course and read the instructions on the welcoming page

Course Requirements

Research Colloquium

Graduate students must attend and write a one-page reflection paper about at least one Research Colloquium sponsored by the Department. Attendance and papers will count for at least 2% of your course final grade. Those who cannot attend will receive instructions about remote viewing from your instructor. Students enrolled in more than one course may write multiple reflections of one research presentation as long as the topic is customized to the individual class.

Virtual Classroom Format

This class will use Zoom, a web-based video conferencing platform. All students, whether in the on-campus or online section, will be in class synchronously, with everyone meeting at the same time via Zoom. I will not be in the building during class time, and I do not expect anyone else to join the class live in a classroom. All students must have a stable Internet connection, speakers and a microphone (or a headset with a built-in mic). Email me 30 minutes to 1 hour before class with a good explanation of why you will display your headshot. Otherwise, I expect to show your face every week for participation and attendance. Headsets can be purchased for approximately \$20. Students will need to be able to have video turned on for the entire class. Online students will not be permitted to attend class using a cell phone.

Students who attend graduate courses online meet in real-time via the videoconferencing program Zoom and must plan to spend three hours a week in class, per class. Students will need an Internet connection, speakers and a mic (or a headset with a built-in mic). This form of instruction is referred to as "synchronous" and is the signature teaching method at The University of Memphis. I will contact you at least 3 hours in advance if for any reason class has to be cancelled.

Online students must have a dedicated Internet connection with stable signal to support video conferencing. Students must be in a quiet place where they can fully participate in the courses. Zoom cameras must be turned on for the duration of the class period.

Repetition of Courses and Coursework

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the resume and logo).

Quality of Work

All work in this course should follow APA Style, including proper spelling, grammar, and language. A large part of effective communication is having a polished written concept of what you are communicating. This includes all class work and presentations. Although line editing is unlikely, problems in these or other areas will result in the deduction of points.

I expect your work to be good and to be yours. What is not yours should be fully cited. In documenting sources, you should use APA formatting. If you need help with writing and citing sources, please see me

for resources. In addition, Purdue University's Online Writing Lab is an excellent resource, and can be found at <http://owl.english.purdue.edu>. All work will be placed in Turn-It-In to check for plagiarism.

Your papers will be graded on content, including writing quality, comprehensiveness of research, adherence to complete and proper citation style, grammar, punctuation and spelling. All of these will be analyzed to determine a final paper grade. Avoid overusing long or block quotes. Within your paper, you will have an introduction, a review of pertinent literature, research questions or hypotheses, method, findings and discussion.

Questions About Grades

If you would like to ask about a grade, please make an appointment to meet with me outside of class time, as I will not discuss grades via email or during class. If you have a question or problem with a grade, exam question, or in-class assignment, you have 48 hours after the assignment is returned to you to contact me, or the grade stands. Your question or appeal must be stated in writing, citing your position and why you feel the mark is incorrect. The appeal should be turned in to the professor or sent via email within the stated time frame.

Additionally, you are responsible for tracking your grade online and meeting with me early in the semester if you are concerned about your overall grade. Meeting with me early and often can help both parties involved find ways to improve student-professor understanding and quality of work.

Grading and Course Assignments

This is meant as a general guideline to the major assignments within the class. More detail will be provided in class and on Canvas. Deadlines are also listed in the Class Schedule. All work should be turned in as a Word document or PDF via Canvas. All work is due at the start of class, 5:30 p.m. Central on the assigned Tuesday, unless otherwise noted.

Weekly Reading Reviews

Each week you will write a short review of that week's reading. This analysis must show your grasp of the concepts discussed in that week's readings. It is important for you as a novice researcher to spend time with the readings so that you come to class prepared to discuss the topics, ask appropriate questions, and develop a deeper understanding of the material.

Research Colloquium

Graduate students must attend and write a one-page reflection paper about at least one Research Colloquium sponsored by the Department. Attendance and papers will count for at least 2% of your course final grade. Those who cannot attend must inform the professor. Students enrolled in more than one course may write multiple reflections on one research presentation as long as the topic is customized to the individual class.

Research paper

Your research paper of between 5,000 to 6,000 words (count only text, not cover sheet, references or endnotes) is to be based upon individual research conducted by each student on some aspect of the course. Research must be original, but the interpretation of the findings must reflect an appropriate review of the literature. Paper topic ideas must be approved by the instructor. Because IRB (Institutional Review Board) usually requires several weeks, I would strongly suggest that your research not include interviewing human subjects. A textual analysis or a historical analysis, for example, would not require IRB approval. However, if you do decide to complete a project involving interviews or questionnaires, your IRB application needs to be completed and filed as soon as possible (probably before midterm) to give you ample time to complete data collection and analysis before the end of the semester.

For your citations style, you must use APA style. Your papers will be graded on content, including writing quality, comprehensiveness of research, adherence to complete and proper citation style, grammar, punctuation and spelling. All of these will be analyzed to determine a final paper grade. Avoid overusing long or block quotes. Within your paper, you will have an introduction, a review of pertinent literature, research questions or hypotheses, method, findings and discussion.

Grading Scale

There are 1,000 possible points in this class. At the end of the semester, your class average will be calculated, and fractions will be rounded to the nearest whole number. Letter grades will be determined according to the scale below.

Participation	50 points
• Research Colloquium	50 points
• Weekly Reading Reviews	100 points/10 points each
• Qualitative Data Work	150 points/three assignments, 50 points each
• Research Proposal	100 points
• Draft Intro/Lit Review	50 points
• Draft Methods	50 points
• Draft Findings/Discussion	50 points
• Peer Review	50 points
• Full Draft	100 points
• Research paper	250 points

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%

B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%

C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%

D+ = 66.5-69.4%; D = 59.5-66.4%

F 0-59.4%

COURSE SCHEDULE

This is a basic schedule for topics and major assignments over the course of the semester. Although every effort will be made to stick with this schedule, please understand that some material may require more or less discussion and class time. Thus, changes to the schedule may occur. All changes will be announced in class.

Week 1: August 29: Syllabus/Course Overview

What is qualitative research?

Readings: Lindlof & Taylor Chapters 1, 2, 3

Week 2: September 5: Qualitative research in action

Readings: Lindlof & Taylor Chapters 4 & 5, Reading packet on Canvas

Assignments: Reading Review 1 (due by the beginning of class) -- Review popular theories

Week 3: September 12: Participation, Observation, and Recording Communication

IRB process

Readings: Lindlof & Taylor Chapter 6; Reading packet on Canvas Assignments: Reading Review 2

& Observation notes

Week 4: September 19: Interviewing/Focus Groups

Readings: Lindlof & Taylor Chapter 7; Reading packet on Canvas

Assignments: Reading Review 3 & Practice interview transcript

Week 5: September 26: Textual and document analysis Part 1

Readings: Lindlof & Taylor Chapter 8; Reading packet on Canvas

Assignments: Reading Review 4 & Research Proposal

Week 6: October 3: Textual and document analysis Part 2

Readings: Lindlof & Taylor Chapters 9 & 10 Assignments: Reading Review 5 & Textual data collection

Week 7: October 10: Historical Analysis

Readings: Reading packet on Canvas

Assignment: Reading Review 6, Continue to work on Intro & Literature Review

Week 8: October 17: Fall Break

Week 9: October 24: Cultural and Critical Studies

Readings: Reading packet on Canvas

Assignments: Reading Review 8 (due by the beginning of class)

Research Project: First Draft of Intro and Lit Review

Week 10: October 31: Writing Up Qualitative Research

Readings: Lindlof & Taylor Chapter 11; Wolcott (entire book)

Assignments: Reading Review 9

Research Project: First Draft of Findings/Discussion

Week 11: November 7: Research Meetings

Individual Research Meetings with Instructor (meet via Zoom to discuss research projects)

Assignment: Reading Review 10 (due by the beginning of class)

Week 12: November 14: Research Project Catch up day

Discuss Research Projects in Class; Review for final presentations

Assignment: Full Draft of Research Project

Week 13: November 21: Peer Review of manuscripts

You will each be assigned projects to review before class. You'll present feedback during class.

Week 14: November 28: Final Presentations

Note: The AEJMC Paper Submission Deadline for the Southeast Colloquium is December 11 the National Conference Deadline is April 1 at 11:59 p.m. If you intend to submit your project to this conference or any other conference, please let me know as soon as possible.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or Squarespace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

AI/Chat GPT

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, you are expected to comply with copyright and intellectual property laws and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.