The University of Oklahoma
College of Continuing Education
Advanced Programs – Course Syllabus

Course Title:
Qualitative Research Methods

Course Number:
COMM 5313-103

Course Description:
This course concerns the range of qualitative empirical methods employed in the social sciences, especially communication. Sample methods covered in this class include ethnography of communication, participant observation, various types of interviews, grounded theory, discourse analysis, conversation analysis, content analysis, and ethical issues.

Class Dates, Location and Hours:
Dates: January 13-19, 2014
Hours: Mon-Fri 6:00 p.m.-9:30 p.m.; Sat 8:00 a.m.-4:30 p.m.; Sun 8:00 a.m.-12:00 p.m.
Last day to enroll or drop without penalty: December 15, 2013

Site Director:
Christopher Della Valle. Assistant: Sasha Ramdeen. 2189 Crystal Plaza Arcade, Arlington, VA, 22202.
Phone: 703-418-4800; Fax: 703-418-2730; E-mail: apwashington@ou.edu

Professor Contact Information:
Course Professor: Elaine Hsieh, Ph.D.
Mailing Address: Department of Communication
University of Oklahoma
Burton Hall, Rm. 101
Norman, OK 73019
Telephone Number: 405-325-3154
Fax Number: 405-325-7625
E-mail Address: ehsieh@ou.edu
Professor availability: The professor will be available via e-mail to students before and after the class sessions. On-site office hours are half an hour before and after each class session, by appointment.

Textbook(s) and Instructional Materials:
Student materials are available at the OU Follett Bookstore located at 1185 Asp Avenue; Norman, OK. Orders can be placed online at www.oklahoma.bkstr.com. Faxed orders may be placed 24 hours a day at (405) 325-7770. Representatives are available by phone at (405) 325-3511 or (800) 522-0772 (toll-free) or E-mail at 0831mgr@fheg.follett.com from 8 a.m. to 6 p.m. Monday through Thursday; 8 a.m. to 5 p.m. on Friday; and 10 a.m. to 4 p.m. on Saturday (CST). Summer hours: 9 a.m. to 5 p.m. Monday through Friday (CST). (Text prices are available online.)


3. Materials posted on the OU Desire to Learn (D2L) system: Access D2L at [http://learn.ou.edu](http://learn.ou.edu); enter your OU NetID (4+4) and password, and select course to access material. Please contact your local Site Director if you require assistance.
   a. Detailed Syllabus and reading schedules. (Materials will be available by April)
   b. Additional readings (e.g., journal articles). (Materials will be available by April)
   c. PowerPoint Slides for course lectures. (Please check the PowerPoint Slides 3 days before the course dates).

Note: Follett is the Advanced Programs contractual textbook provider. Should text changes become necessary after publication of the course syllabus, Advanced Programs will facilitate text returns/refunds only for texts purchased through Follett.

**Course Objectives:**

After taking this course, the student should be able to identify and apply concepts of intercultural communication to various contexts (e.g., conflicts, business, health care, identify management). Additionally, the student should come away with new insights about cross-culturally shared behaviors.

**Course Outline:**

The course will consist of lectures and discussion of the texts and other materials provided by the professor, the presentation and group analysis of case studies by the class, and a written examination. The following overview identifies the major topics to be addressed:

- Course orientation and introduction to communication study
- Approaches to the study of cross-cultural communication
- Worldview, philosophical diversity, and communication behaviors
- Value analysis and intercultural studies
- Social change strategies and tactics
- Cross-cultural communication in applied settings
- Methodological problems in cross-cultural studies

**Assignments, Grading and Due Dates:**

**Discussion Paper:**

After reading the assigned materials (including the required readings and journal articles posted at D2L), and prior to the seminar, each student should prepare one discussion paper on the book *The Serpent and the Rainbow: A Harvard Scientist's Astonishing Journey into the Secret Societies of Haitian Voodoo, Zombies, and Magic.* The discussion paper should carefully delineate the problem areas. The analysis should draw upon the reading and any other materials and experiences. The discussion paper should be written up in 8-10 pages in text (typed, double space, Times New Roman 12 font, 1 inch margin, APA style). The emphasis of the discussion paper should be how the reading material of *The Serpent and the Rainbow: A Harvard Scientist's Astonishing Journey into the Secret Societies of Haitian Voodoo, Zombies, and Magic* relates to your personal experience or if you see any potential strength, weakness, or problems of the study based on the readings we have done (e.g., course assigned readings and D2L readings). In other words, the discussion paper should highlight your reflection and critical analysis of the book based on the insights you gained through the reading. The assignment is both an intellectual exercise and a diagnostic tool for the professor – diagnostic in the sense of the areas of emphasis for the lecture content. **I prefer the discussion paper to be turned in on the first day of class, but I will accept it (based on when the student enrolled and other pertinent factors) up to the last day of class.**

**Final Exam:**

There will be a final exam on the last day of class
Grading:
This is a letter-graded course: A, B, C, D, or F. A= 100-90; B= 89-80; C= 79-70; D=69-60; F= below 60

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
<th>Percent of Grade</th>
</tr>
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<tbody>
<tr>
<td>Discussion Paper</td>
<td>See above instructions</td>
<td>30%</td>
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<tr>
<td>Final Examination</td>
<td>Last class session</td>
<td>70%</td>
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Notice: Failure to meet assignment due dates could result in a grade of I (Incomplete) and may adversely impact Tuition Assistance and/or Financial Aid.
POLICIES AND NOTICES

Attendance/Grade Policy

Attendance and participation in interaction, individual assignments, group exercises, simulations, role playing, etc. are valuable aspects of any course because much of the learning comes from discussions in class with other students. It is expected that you attend all classes and be on time except for excused emergencies.

Excused absences are given for professor mandated activities or legally required activities such as emergencies or military assignments. It is the policy of the University to excuse absences of students that result from religious observances and to provide without penalty for the rescheduling of examinations and additional required class work that may fall on religious holidays. Unavoidable personal emergencies, including (but not limited to) serious illness; delays in getting to class because of accidents, etc.; deaths and funerals, and hazardous road conditions will be excused.

If you are obtaining financial assistance (TA, STAP, FA, VA, Scholarship, etc.) to pay all or part of your tuition cost, you must follow your funding agency/institution’s policy regarding “I” (Incomplete) grades unless the timeline is longer than what the University policy allows then you must adhere to the University policy. Students who receive Financial Aid must resolve/complete any “I” (Incomplete) grades by the end of the term or he/she may be placed on “financial aid probation.” If the “I” grade is not resolved/completed by the end of the following term, the student’s Financial Aid may be suspended make the student ineligible for further Financial Aid.

Students are responsible for meeting the guidelines of Tuition Assistance and Veterans Assistance. See the education counselor at your local education center for a complete description of your TA or VA requirements.

Academic Honesty

Honesty is a fundamental precept in all academic activities and … [you] have a special obligation to observe the highest standards of honesty. Academic misconduct in any form is inimical to the purposes and functions of the University and is therefore unacceptable and is rigorously proscribed. Academic misconduct includes:

- cheating (using unauthorized materials, information, or study aids in any academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation, and any and all other actions that may improperly affect the evaluation of a student’s academic performance or achievement;
- assisting others in any such act; or attempting to engage in such acts.

All acts of academic misconduct will be reported and adjudicated as prescribed by the student code of the University of Oklahoma. All students should review the Student’s Guide to Academic Integrity

Accommodation Statement

The University of Oklahoma is committed to making its activities as accessible as possible. For accommodations on the basis of disability, please contact your local OU Site Director.

Course Policies

Advanced Programs policy is to order books in paperback if available. Courses, dates, and professors are subject to change. Please check with your OU Site Director. Students should retain a copy of any assignments that are mailed to the professor for the course. Advanced Programs does not provide duplicating services or office supplies.

Copyright

Any and all course materials, syllabus, lessons, lectures, etc. are the property of professor teaching the course and the Board of Regents of the University of Oklahoma and are protected under applicable copyright.

For more information about Advanced Programs, visit our website at: http://www.goou.ou.edu/
INSTRUCTOR VITA
Elaine Hsieh, Ph.D.

Education

2004 Ph.D. in Speech Communication, University of Illinois at Urbana-Champaign

Current Positions

- Advanced Programs professor since 2005
- Associate Professor, Department of Communication, University of Oklahoma

Frequently Taught Advanced Programs Courses

- Language Perspectives of Communication
- Interpersonal Communication
- Qualitative Research Methods
- Cross-cultural Communication

Major Areas of Teaching and Research Interest

- Language and Social Interactions
- Interpersonal Communication
- Health Communication
- Intercultural Communication
- Language Perspectives

Representative Publications and Presentations


Representative Honors and Awards Received

- 2011 Norman Campus Vice President for Research Award for Outstanding Research Impact, University of Oklahoma.
- 2010 Featured Scholar, the Fifth Convening of Interpreter Trainers, Scholars and Researchers, Healthy House and the University of California, Merced, CA.
- 2008 Top Young Scholar Paper Award, Kentucky Conference on Health Communication, Lexington, KY
- 2001-08 Nine Top Paper awards received at various divisions (e.g., Language and Social Interaction Division and Human Communication and Technology Division) at the annual meetings of the National Communication Association Convention and International Communication Association.

Major Professional Affiliations

National Communication Association; International Communication Association