Course Title:
Qualitative Research Methods in Interdisciplinary Studies

Course Number:
LSTD 5083-490

Course Description:
This course is designed to acquaint students with qualitative research methods. By the end of the course, the student will be familiar with the most common forms of qualitative research, including how to design a study, ethical issues that must be recognized and appropriately addressed, and analysis of qualitative data.

Course Dates:
September 1-December 31, 2012
Last day to enroll or drop without penalty: August 3, 2012

Site Director:
This is a three-credit hour online course. Please see your local Site Director or e-mail our online site coordinator at aponline@ou.edu

Professor Contact Information:
Course Professor: Steven R. Gullberg, Ph.D.
Mailing Address: Cape Coral, Long Bay Development, St Philip, Barbados, West Indies
E-mail Address: srgullberg@ou.edu
Virtual Office Hours: Always available via email. Normally will respond in 24 hours or less.
Professor availability: The professor will be available via e-mail to students during the above listed Virtual Office Hours and other methods by arrangement.

Textbook(s) and Instructional Materials:
Student materials are available at the Follett/AP Bookstore located in the Oklahoma Memorial Union, 900 Asp Ave., Norman, OK. Orders can be placed online at www.oklahomaunion.bkstr.com or by telephone at 866-369-9713 (toll free in the U.S.) or 405-325-5960 (outside the U.S.). E-mail orders may be sent to oklahomaunion@bkstr.com. Representatives are available from 8 a.m. to 6 p.m. CST Monday through Thursday and 8 a.m. to 5 p.m. CST on Friday. Summer hours: 8 a.m. to 4 p.m. CST. Faxed orders may be placed 24 hours a day to 866-223-5607 (toll free in the U.S.) or 405-325-7140 (outside the U.S.).


4. Materials posted on the OU Desire to Learn (D2L) system: Access D2L at 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.

Note: The Follett/AP Bookstore 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 the Follett/AP Bookstore.

OU E-Mail:
All official correspondence from distance learning instructors will be sent only to students’ ou.edu address.

Online Learning Resource Center:
The Online Learning Resource Center of the University of Oklahoma’s College of Arts and Sciences Online Program is here to serve you and assist you with any questions, problems, or concerns you may have. For assistance go to http://casweb.ou.edu/olr/ or contact us by telephone at: (405) 325-5854 or Email: casonline@ou.edu

Course Objectives:
After completing this course, students will be able to:

• Demonstrate the ability to identify the major types of qualitative research;
• Demonstrate the ability to identify topics appropriate to qualitative research;
• Demonstrate the ability to describe major ethical concerns in the conducting of qualitative research;
• Demonstrate the ability to describe strengths and weaknesses of qualitative research;
• Demonstrate the ability to describe problems facing qualitative researchers;
• Demonstrate the ability to conduct content analysis;
• Demonstrate an understanding of the difficulties of gaining access to conduct ethnographic research;
• Demonstrate the ability to take good field notes when conducting ethnographic research;
• Demonstrate the ability to conduct a focus group;
• Demonstrate the ability to conduct an in-depth interview;
• Demonstrate the ability to organize data from interviews and focus groups; and
• Demonstrate knowledge of how to write a qualitative research paper.

Course Outline and Assignments (five units):

Unit 1:
1. Guiding Questions – answer each of the following with at least 200 words:
   a. What do you see as the biggest ethical dilemmas faced by qualitative researchers?
   b. What are the primary reasons to use qualitative methods? What kinds of questions can qualitative research address?
   c. What do we mean by triangulation of methods? What are the benefits of doing this?
   d. What are some of the sampling strategies you can use for qualitative field research?
2. Required Work: There is no Required Work assignment for Unit 1.

Unit 2:
1. Guiding Questions – answer each of the following with at least 200 words:
   a. What are the benefits of using content analysis? What are some of the disadvantages?
   b. What do we mean by units of analysis in content analysis? How do you make a decision on units of analysis to use?
3. What are the advantages of using computer assisted data analysis (software) to conduct content analysis? What are some of the disadvantages? What are some of the different types of software available?

2. Required Work - Content Analysis Task: Each student will choose a topic to research. You may do a content analysis of Web sites, magazines, films, etc. You will need to select a topic and identify a source for your data. E-mail your professor with the topic and the proposed data source for approval. You will then need to identify categories for analysis, and you will then code words, phrases or sentences from your data source into the appropriate categories you have defined. You will turn in a research report that will include the following: abstract, hypothesis, methods, data, analysis, and conclusion.

Unit 3:

1. Guiding Questions – answer each of the following with at least 200 words:
   a. What is the difference between “emic” and “etic” approaches? Why is this important in field research?
   b. How do you, the researcher, affect the field you are studying? How do you take that into account?
   c. What are the relative advantages and disadvantages of recording field notes while in the field compared to after leaving the field?
   d. What might you need a resource person or informant?
   e. What are some of the issues faced by the person conducting field research? Think about how you might handle these if they arose.

2. Required Work - Analytical Assignment: Describe an ethnographic study that you would like to conduct (write at least five pages of primary text). Answer the following questions:
   a. Where would you go to conduct this study?
   b. How would you get permission to conduct the study?
   c. What ethical issues would be raised in conducting a study of this nature?
   d. How would you overcome them?
   e. How would you gain the trust of the participants in the social setting?
   f. What would your role be (participant-observer, simple observer, etc.)?
   g. When and how would you keep your field notes?
   h. What protocol would you use for transcribing them?

Unit 4:

1. Guiding Questions – answer each of the following with at least 200 words:
   a. Think about situations in which you might want to employ an unstandardized or semistandardized schedule of questions rather than a standardized one. What would determine which type you might use?
   b. When might you want to use a focus group rather than individual in-depth interviewing?
   c. What does Berg mean by “dramaturgical” interviewing or “creative” interviewing?
   d. How can you use “silence” effectively in interviewing? “Echoing?”

2. Required Work - In-Depth Interview: Each student will conduct one thirty minute in-depth interview on a topic that the student will get approved by the instructor first (you will want to limit it to thirty minutes, since transcription is very labor-intensive). It is suggested that you keep your topic simple in order to be able to accomplish the interview in thirty minutes. The student will develop a schedule of questions for use during the interview. The student will audiotape the interview (with the subject’s permission) and then transcribe the tape. You will do an annotation of your transcribed interview, coding the subject’s words into the categories you have identified. You will turn in a research report that includes the following: abstract, hypothesis, methods, data, analysis, and conclusion.
Unit 5:

1. Guiding Questions – answer each of the following with at least 200 words:
   a. What do I want to convey to my audience with this research?
   b. How can I generate interest in my research?
   c. What is my writing style?
2. Required Work - Research Assignment: Write a final paper describing a study that you would like to conduct. In the paper, you will need to describe what types of qualitative research you would incorporate (for example, would you do both an ethnography and in-depth interviews or would you use archival data such as patient charts), what research question you are trying to answer, and issues and problems you believe could emerge. You will need to address whether you plan to use grounded theory or frame your research with existing theories. It is recommended that you send a draft of your paper to your instructor for feedback before turning in the final assignment (approximately five to six pages of primary text).

Grading:

This is a letter-graded course: A, B, C, D, or F.

The average of the Guiding Questions assignments counts for 40% of the final grade. The average of the Required Work assignments counts for 60% of the final grade.

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.

Policy for Late Work:

Please contact the professor regarding his/her policy for late work.

Attendance Policy:

In addition to interaction via Desire2Learn and E-mail contact, students are required to contact the instructor via E-mail BEFORE the beginning of the course term for an initial briefing. Although physical class meetings are not part of this course, participation in all interactive, learning activities is required.

Student assignments and student/instructor communications will be conducted via Desire2Learn, although students may contact the instructor via e-mail, postal mail, or telephone as needed.

Incomplete Grade Policy:

A grade of “I” is not automatically assigned, but rather must be requested by the student by submitting to the instructor a “Petition for and Work to Remove an Incompleted Grade” form. An “I” can never be used in lieu of an “F” nor can an “I” be assigned because of excessive failure to participate in class activities.

Technical Support Information:

If you experience technical problems, contact Information Technology by visiting their website at: http://webapps.ou.edu/it/ or contacting them by telephone at: (405) 325-HELP (4357).
Procedures for Completion of Course Evaluation:

Upon completion of the course students should go to the Advanced Programs Distance Learning webpage and click on the applicable semester link under “Course Evaluations” which will direct them to the evaluation. The evaluation will take approximately five minutes to complete. Completion of the online evaluation is an important tool allowing Advanced Programs to gain information and student feedback for improvement of courses.

Your responses will be kept confidential. They will be reviewed by the department and only supplied to the professor once grades for the course have been submitted.

Important information you should know about online courses:

• To sign on to Desire2Learn (D2L), log in using your 4+4 and your OU network password (note that this is the same 4+4 and password that you use to access your OU email). Once you are logged in, please look for “My Courses,” locate your course and click on it. Remember to check your course site on D2L every day.

• Students enrolled in online courses may be required to take the CAS student orientation in Desire 2 Learn. To take the orientation, sign-on to D2L and then click on “Self Registration” at the top left corner of the page. Information about and instructions for the orientation can be found at http://casweb.ou.edu/olr/public/students/orientation.htm

• If the course is using a course website, you will find a link for the website on the first page of this syllabus. Please click on this link to start your course.

• Course Materials are available at Follett/AP Bookstore. On this syllabus you will find a link to the Follett Bookstore.

• If you need to drop or withdraw from a course, please contact your Site Director. You can drop a course without a penalty up to the add/drop date. You can drop a course after the add/drop date through the first day of class with a penalty. There will be a 25% penalty if you drop 16-29 days before the start of class, 50% penalty if you drop between 15 days before and the start of the class, or 100% penalty if you drop on the first day of class or later.

• After the class has started, you can only withdraw from the course with the professor’s permission; you will not receive a refund for your tuition. You can only drop without a penalty after the add/drop date by providing proper documentation and receiving approval from the Advanced Programs Theater Director. Provide this documentation to your Site Director.
POLICIES AND NOTICES

Attendance/Grade Policy

Note: Attendance/absences do not apply to online courses. However, participation in all course activities is extremely important to student success in online courses.

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. 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” found at http://www.ou.edu/provost/integrity

Accommodation Statement

The College of Continuing Education [Advanced Programs] is committed to making its activities as accessible as possible. For accommodations on the basis of disability, please contact your 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.

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

Steven Gullberg, Ph.D.
Lt Colonel USAFR (Ret)

Education:
- James Cook University, Ph.D. (Astronomy), 2010
- University of Oklahoma, MLS, 2002
- United States Air Force Air War College

Current Positions:
- Adjunct Professor OU College of Liberal Studies

Frequently Taught Advanced Programs Courses
- U.S. Military Leadership
- Qualitative Research Methods

Major Areas of Teaching and Research Interest
- Interests: My pedagogical interests primarily include the fields of leadership, the natural sciences, aviation and research. I like to make classes relevant and exciting and derive great satisfaction from inspiring students.
- Research: Recent research has centered upon innovations regarding the establishment of the Low Cost Carrier airline business model in the Caribbean region. Previous interests focused upon the astronomy of the Incas in the Peruvian Andes. This research examined Inca horizon astronomy and the light and shadow effects intentionally encoded in carved-rock shrines that became prominent at the time of solstices, equinoxes, zenith suns and anti-zenith (nadir) suns. Future interests include exploring the furtherance of establishing air carrier competency-centered pilot training in university aviation degree programs.

Representative Publications and Presentations

Representative Honors and Awards Received
University of Oklahoma College of Liberal Studies
- Recipient of the 2011 Kenneth E. Crook Faculty Achievement Award
- Recipient of the 2008 Superior Teaching Award
- Recipient of the 2003 MLS Academic Achievement Award
- Selected as the University of Oklahoma’s representative in the 2003 Midwest Association of Graduate Schools (MAGS) Distinguished Master’s Thesis Competition
Major Professional Affiliations

- American Astronomical Society (AAS)
- Society for American Archaeology (SAA)
- Commission for the History of Ancient and Medieval Astronomy (CHAMA)
- University Aviation Association (UAA)
- Phi Kappa Phi (PKP - academic honor society)
- Air Force Association (AFA)