

# College of Continuing Education

## The University of Oklahoma

### Advanced Programs

#### Course Title:

Introduction to Qualitative Research Methods

#### Course Number:

COMM 5053-102

#### Course Description:

This course surveys qualitative methodological strategies used in communication and the social sciences to collect and analyze data.

#### Class Dates, Location and Hours:

Dates: February 6 - 12, 2017

Location: Washington, D.C. Liaison Office - 2189 Crystal Plaza Arcade, Arlington, VA, 22202.

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: January 8, 2017

#### Site Director:

Email: [apwashington@ou.edu](mailto:apwashington@ou.edu). Phone: 703-418-4800.

#### Professor Contact Information:

Course Professor: Ryan S. Bisel, Ph.D.

Mailing Address: University of Oklahoma  
Department of Communication  
Burton Hall, #224  
Norman, OK 73019

Telephone Number: (405) 325-6042

E-mail Address: [RyanBisel@ou.edu](mailto:RyanBisel@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, and can be ordered online, by phone, by email, or by fax. Ordering online at <http://www.bkstr.com/oklahomastore/home> is strongly recommended – students can track the status of their order within 48 hours. If an order has not been shipped within three days, students can contact the Follett textbook manager by phone (405) 325-3511, (800) 522-0772 (toll-free) or email [0831mgr@fhg.follett.com](mailto:0831mgr@fhg.follett.com). Phone orders (ask for the textbook manager and identify yourself as an Advanced Programs student) can be placed 8 a.m. to 6 p.m. Monday through Thursday; 8 a.m. to 5 p.m. on Friday; 10 a.m. to 4p.m. on Saturday (CST). Summer hours: 9 a.m. to 5 p.m. Monday through Friday (CST). Fax orders can be placed 24 hours a day at (405) 325-7770. Text prices are available online.

1. Lindlof, T. R., & Taylor, B. C. (2011). *Qualitative research methods* (3<sup>rd</sup> ed.). Thousand Oaks, CA: Sage. ISBN 9781412974738.
2. Glaser, B. G., & Strauss, A. L. (1967). *The discovery of grounded theory: Strategies for qualitative research*. New Brunswick, NJ: Aldine. ISBN 9780202302607.

3. Materials posted on the OU Canvas learning management system: Access Canvas at <https://oklahoma.instructure.com/>, enter your OU NetID and password, and select course to access material. Please contact your local Site Director if you require assistance.

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.

### **OU Email:**

All official correspondence from instructors will be sent **only to students' ou.edu address**.

### **Course Objectives:**

This course gives students the tools for conducting qualitative investigations in communication. By the end of the course, students will understand:

- a) field ethnography,
- b) interviewing
- c) constant comparative analysis,
- d) thematic analysis,
- e) ways of enhancing the quality of qualitative research,
- f) the difference between post-positivist and interpretive epistemologies, and
- g) will be able to design a qualitative study and critique qualitative research articles.

### **Assignments, Grading, and Due Dates:**

The following course material is supplemented with material on the course Canvas pages. **Written assignments should be submitted using Canvas as a Word Document attachment.**

Student assignments and student/instructor messages will be sent via Canvas, although students may contact the instructor via telephone, postal mail, email, or fax as needed

### **Manuscript Review:**

Students will be given an actual qualitative research manuscript. They will write a concise (about 1-2 pages, single-spaced) argument, which explains whether to recommend publication, rejection, or revision to a journal editor. **15%**

### **Final Project Plan:**

A short plan for the final paper will be submitted as a platform for early feedback. **5%**

### **Comprehensive Exam-style Questions:**

Students will complete a comprehensive exam. Answers will be supported by class readings. **40%**

### **Final Project: Prospectus or Two Article Critiques: 40%**

- a. The final paper will be a qualitative research prospectus. This document will be 8-10 pages in length and will include an abstract, rationale embedded within a literature review, research question(s), and proposed qualitative methodology (in terms of both data collection and analysis) for answering the research question(s). See assignment sheet for details.
- b. Students may also choose an alternative paper in which they select two qualitative research reports published since 2000 (and originating from an approved communication journal). They will write two arguments (about 5-6 pages each), which explain and defend two strengths and two weaknesses of the research methodology for each published article.

## Tentative Course Schedule

Date	Topics	Reading Assignment
2/6	Introducing the Course Research Design, Research Questions, Sampling, Transcription Epistemology and Quality	<b>Tracy, 2010*</b> <b>Bisel et al., 2014*</b> Bisel & Adame, 2017 Lindlof & Taylor, 2011, Ch. 1
2/7	Ethnography and Field Observation	<b>Christians &amp; Carey, 1989*</b> Lindlof & Taylor, 2011, Ch. 5 Philipsen, 1992 Philipsen, 1975** Murphy, 1998**
2/8	Interviewing	<b>Baym, 2006*</b> Lindlof & Taylor, 2011, Ch. 6 Dillon, 1990a Gibson & Papa, 2000**
2/9	Grounded Theory, Constant Comparative Analysis,	Glaser & Strauss, 1967, Ch. 3 & 5 Lindlof & Taylor, 2011, Ch. 8 Suddaby, 2006 Bisel & Barge, 2011**
2/10	Demonstration and Manuscript Review Discussion	<b>Manuscript Review Due</b>
2/11	Workshop and Review	<b>Final Paper Plan Due</b>
2/12	Exam	<b>Exam</b> Keyton, 2006, Ch. 15 & 16
2/19	Final Project	<b>Due Date February 26, 2017</b> Keyton, 2006, 17

\*Emphasized citations are primarily about improving or judging quality in qualitative research.

\*\*Citations are examples of research reports that employ the topic method.

### Grading:

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

Assignment	Due Date	Percent of Grade
Manuscript Review	February 10	15%
Final Project Plan	February 11	5%
Comprehensive Exam Final	February 12	40%
Final Project	February 26	40%

**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 Integrity and Student Conduct**

Academic integrity means honesty and responsibility in scholarship. Academic assignments exist to help students learn; grades exist to show how fully this goal is attained. Therefore all work and all grades should result from the student's own understanding and effort.

Academic misconduct is any act which improperly affects the evaluation of a student's academic performance or achievement. Misconduct occurs when the student either knows or reasonably should know that the act constitutes misconduct. Academic misconduct includes: cheating and using unauthorized materials on examinations and other assignments; improper collaboration, submitting the same assignment for different classes (self-plagiarism); fabrication, forgery, alteration of documents, lying, etc...in order to obtain an academic advantage; assisting others in academic misconduct; attempting to commit academic misconduct; destruction of property, hacking, etc...; intimidation and interference with integrity process; and plagiarism. All students should review the Student's Guide to Academic Integrity at [http://integrity.ou.edu/students\\_guide.html](http://integrity.ou.edu/students_guide.html)

Students and faculty each have responsibility for maintaining an appropriate learning environment. All students should review policies regarding student conduct at <http://studentconduct.ou.edu/>

### **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.

### **Adjustment for Pregnancy/Childbirth-Related Issues**

Should you need modifications or adjustments to your course requirements because of documented pregnancy-related or childbirth-related issues, please contact me as soon as possible to discuss. Generally, modifications will be made where medically necessary and similar in scope to accommodations based on temporary disability. Please see <http://www.ou.edu/content/eoo/faqs/pregnancy-faqs.html>.

## **Title IX Resources**

For any concerns regarding gender-based discrimination, sexual harassment, sexual misconduct, stalking, or intimate partner violence, the University offers a variety of resources, including advocates on-call 24/7, counseling services, mutual no-contact orders, scheduling adjustments, and disciplinary sanctions against the perpetrator. Please contact the Sexual Misconduct Office at [smo@ou.edu](mailto:smo@ou.edu) or (405) 325-2215 (8-5), or the Sexual Assault Response Team at (405) 615 -0013 (24/7) to report an incident. To learn more about Title IX, please visit the Institutional Equity Office's website at <http://www.ou.edu/content/eoo.html>

## **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.

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

Ryan S. Bisel, Ph.D.

### Education

- Ph.D. Organizational Communication, University of Kansas, Lawrence KS
- M.A. Organizational Communication, University of Kansas, Lawrence, KS
- B.A. Organizational Communication, William Jewell College, Liberty, MO

### Current Positions

- Associate Professor, University of Oklahoma, Norman, OK
- Advanced Programs professor since 2009

### Frequently Taught Advanced Programs Courses

- 5043 Organizational Research Practicum
- 5053 Introduction to Qualitative Research Methods
- 5313 Qualitative Research Methods
- 5333 Organizational Communication
- 5373 Communication and Leadership
- 6233 Small Group Processes

### Major Areas of Teaching and Research Interest

- Dr. Bisel's research interests focus primarily on supervisor-subordinate communication, organizational discourse, and organizational culture change.
- In 2007, his research was honored with a Top Paper Award from the Central States Communication Association (CSCA). In 2008, his research was honored with a Top Paper Award from the National Communication Association (NCA). Additionally, he was formerly the editorial assistant for the *Journal of Applied Communication Research*.
- Dr. Bisel has published four book chapters and his research is published and in press with top communication journals such as *Communication Theory*, *Management Communication Quarterly*, *Western Journal of Communication*, *Communication Teacher*, and *Communication Studies*.
- In addition to his academic experience, Professor Bisel has worked as a process consultant and facilitator for organizations such as Douglas County Visiting Nurses and Hospice, Lawrence Chamber of Commerce, Oklahoma Office of Homeland Security, and the Kansas Health Foundation.

### Representative Publications:

- Bisel, R. S., Kelley, K. M., Ploeger, N. A., & Messersmith, J. (2011). Workers' moral mum effect: On facework and organizational ethics. *Communication Studies*, 62, 153-170.
- Bisel, R. S., & Barge, J. K. (2011). Discursive positioning and planned change in organizations. *Human Relations*, 64, 257-283.
- Bisel, R. S. (2010). A communicative ontology of organization?: A description, history, and critique of CCO theories for organization science. *Management Communication Quarterly*, 24, 124-131.
- Bisel, R. S. (2009). On a growing dualism in organizational discourse research. *Management Communication Quarterly*, 22, 614-638.
- Bisel, R. S., Ford, D. J., & Keyton, J. (2007). Unobtrusive control in a leadership organization: Integrating control and resistance. *Western Journal of Communication*, 71, 136-158.