Course Description: Learning how to read and conduct research can be intimidating for most undergraduates, but cultivating research skills is invaluable for students regardless of their goals after graduation. Citizens of any community need to have a basic understanding of the research process and how to interpret results presented to them in various forms. This course is designed to give students the necessary knowledge and skills to engage qualitative research in productive ways throughout their lives.

In COMMUN 372 Students will learn how to read and conduct research projects that involve qualitative data collection methods such as field observation, individual and group interviews, and textual/document collection. The course covers different forms of interpretive analysis such as discourse analysis, conversation analysis, and grounded theory. Students will gain first-hand experience by completing fieldwork as well as an interview as well as conceptualize, design, implement, and report on an original research project. Class time will be spent on a combination of lecture, activities and class discussion. This course also fulfills the research requirement for the undergraduate major in Communication as well as the Oral and Written Communication—Part B (OWC-B) GER at UWM. Students enrolling in this course must have junior standing, and satisfied the OWC-A GER).

Course structure
This is an accelerated online course; therefore, all of the work will take place online/outside of the traditional classroom, and you must keep up with the schedule or you will not pass. Being actively involved with course material is critical for your success in this class. I also suggest checking your UWM email and CANVAS regularly for reminders, updates, and feedback. Please contact me if you have questions, concerns, or feedback on the course. This course is very different from a completely face-to-face course as I don’t get to interact with you in the same ways and for as long of a period as a normal semester. Please don’t hesitate to request an appointment (phone or in person) with me.

Instructor Information
Email: eparcell@uwm.edu
Office: JOH 226
Office hours: By appointment only

NOTE: Although this is an online course that is “live” 24/7 for 6 weeks, I will generally respond to emails, post feedback, etc. during the regular workweek (M-F) between 8:00am-5:00pm. If you contact me between 5:01pm and 7:59am do not expect a respond until the next day (or even business day), although I will try to respond to urgent issues as needed. Please use your panthermail when corresponding with me about this course.

Course Website: CANVAS

Course Readings: The course will rely on a primary textbook as well as possibly
readings posted to CANVAS (TBA). The textbook is:


**Course objectives:**

By the end of this course students should:

- Recognize the range of qualitative methods available within communication research
- Understand the philosophical assumptions that inform qualitative research methods in the study of communication processes and practices
- Articulate the types of questions that can and cannot be answered using these methods
- Identify the strengths and limitations of qualitative methods
- Appropriately select qualitative research methods to study communication
- Understand steps involved in planning and designing qualitative communication research as well as analyzing qualitative data
- Demonstrate knowledge and research skills in qualitative research in the communication discipline (including written and oral conventions for the presentation of research) through executing a series of course assignments

**Requirements:** Students will complete a range of assignments, which include:

1. **Syllabus Quiz:** After thoroughly reviewing the syllabus, complete the quiz at CANVAS. This is a 15-question (1 point each) quiz worth 15 points. You have 10 minutes to complete the quiz and may complete it as many times as needed before the due date. The highest score completed will post in your gradebook.

2. **Audio&Image Introduction:** For the first part of this assignment, you are expected to submit CANVAS an audio recording and image that introduces you to your peers (5 points).
   - Using the app Pixstori (for Apple) OR if you don’t have a smartphone you can upload a photo/image and then upload an audio file recorded from another type of device, record yourself sharing your answers to the 4 issues below.
   - Either attach an image of yourself or some representative image of you/your life. In Pixstori you can take a photo/selfie or upload an image located on your phone, which is attached to the audio you record. The image you use may be a photo of you or some other image, like a photo of a place where you spend a lot of time or was the setting for a significant event in your life. It also may be an abstract image. Regardless of what it is, the image should say something about you! Your image is worth 1 point.
   - Then in your audio introduction recording address the following (not necessarily in this order) issues for one point each:
     1) introduce yourself briefly (name and then anything else such as major, hometown, etc.)
     2) discuss your choice of image. Why did you pick it? How does it represent you?
     3) share what interests you about communication. What topic(s) are you interested in for the research project?
     4) conclude by addressing what you look most forward to learning about this session and why.
Your recording may not exceed three (3) minutes. You will lose a point for going over 3 minutes, so do watch the time! I am having you do this assignment so that you get to know your peers and me.

***If you are using Pixstori, I HIGHLY RECOMMEND “emailing a link” of the Pixstori to yourself (and in the ACTUAL SIZE) then posting the LINK to CANVAS (not the file). This makes it so much easier for folks to view as they don't have to download your file to their computer.

-For the second part of this assignment, I expect you to engage with the other students. This may involve answering their questions about your introduction and/or asking questions about their introductions. Each instance is worth 1 point for a maximum of 5 points.

3. **Lectures:** I will be posting brief chapter lectures every Wednesday (I’m hoping you will spend the first few days of the week reading the chapters). I expect you to review them as they are intended to help you with the material and your upcoming assignments.

4. **Quizzes:** The quizzes will involve defining and/or giving examples of terms in your own words and responding to short essay items. The three best scores out of four will count. The fourth quiz is optional if scores on the first three quizzes are acceptable to the student. Quizzes will be made available on Wednesdays at noon and will be due on Mondays by 11:59pm.

5. **Research Project:** You will conceptualize, design, and execute an original research project. It will occur in stages (you’re welcome to email me about potential topics the first week before the proposal is due):
   a. **Proposal:** You will submit a 1-page proposal that
      i. describes your topic of interest,
      ii. addresses how it is a *communication* topic,
      iii. explains what could be gained by studying it qualitatively, and
      iv. identifies and briefly discusses a set of “sensitizing concepts” you might use throughout the project. See p. 28 of your textbook for a discussion of sensitizing concepts.
      v. An initial research question should be posed as well.
   b. **Sensitizing concept/Article presentation:** In order to flesh out project topics students you will locate a communication article or other scholarly reading (chapter in a book) through the UWM library that provides or elaborates on some sensitizing concept you might use for your project. These will be brief 2-3 minute online formal presentations. (LO1 for the OWC Part B will be assessed in this assignment) Students will also ask each other and answer questions about these presentations for part of the assignment. If you are not a communication major/minor (or even if you are!), you may contact me for help with finding appropriate sources.
   c. **Student Conference:** You will each meet with me in person, via the phone, or through facetime/skype to discuss your progress after the first two assignments.
   d. **Fieldwork assignment:** You will engage in about two hours of fieldwork at a chosen site and produce fieldnotes. The page number will vary depending on detail level, but most will take the equivalent of 2-3 double-
spaced pages of notes. You will submit the typed up notes as well as present a very preliminary set of interpretations and reflections in written form (LO1 for the OWC Part B will be assessed in this assignment).

e. Interview assignment: You will draft an interview protocol (1-page list of questions in a logical order), revise the protocol based on my feedback, conduct an interview, post the recording, and write up a reflection about the entire process. (LO1 for the OWC Part B will be assessed in this assignment).

f. Additional Data Collection: You will either conduct more fieldwork, interviews, or some combination of the two, and post the additional data.

g. Drafts: You will submit Paper (at least 5 pages) and Presentation Drafts (powerpoint slides mocked up).

h. Final Paper (12-15 pages). These will include a title page, abstract, brief literature review discussing the topic and the sensitizing concepts used, method section, findings, and discussion/conclusion as well as an APA references page. (LO1, LO2 & LO3 for the OWC Part B will be assessed in this assignment)

i. Final Presentation (8-10 minutes). Presentations will be abbreviated versions of the final paper using powerpoint or similar software. Final formal presentations will be 8-10 minutes, recorded, and posted to CANVAS (LO1, LO2 & LO3 for the OWC Part B will be assessed in this assignment)

6. Human Subjects Training: Students who earn the certificate for the CITI training linked online at the UWM IRB website (go to http://uwm.edu/irb/training/human-subjects-training-citi/ and see the “Instructions for completing CITI Human Subjects Training”) will earn 5% extra credit on their final grade (25 points). The training usually takes less than 5 hours total and does not need to be completed in one sitting. ***You must complete this training by the deadline set in the syllabus to earn the extra credit.
Grading Formula (500 points total in the course):

- Syllabus Quiz 3% 15 points
- Audio&Image Introduction 2% 10 points
- Quizzes 15% (3 out of 4 @ 25 points each) 75 points
- Proposal 5% 25 points
- Sensitizing Concepts/Article presentation 10% 50 points
- Student Conference 0% ungraded
- Fieldwork Assignment 10% 50 points
- Interview Assignment 10% 50 points
- Additional Data 5% 25 points
- Final Paper Draft 5% 25 points
- Presentation Draft 5% 25 points
- Final Paper 20% 100 points
- Final Presentation 10% 50 points

*CITI training* +5% EXTRA CREDIT 25 points

Grading Scale:

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<tr>
<th>Grade</th>
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<tr>
<td>A</td>
<td>93-100%</td>
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<td>B+</td>
<td>87-89%</td>
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<td>C+</td>
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<td>D+</td>
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Course Policies:

**Student requirements:**
You must have regular access to a computer with a stable and fast Internet connection with the ability to download PDF and Word documents, listen to lectures, as well as create and upload Word, PDF, and Audio files. The course requires the frequent use of CANVAS and other webpages.

**Deadlines (extremely important, so please make careful note of it):**
- All assignments are due by the dates and times indicated in the syllabus!
- All due dates and times are for CENTRAL STANDARD TIME (Milwaukee time!)—so, if you are not on that time zone, you are STILL REQUIRED to turn in your work on CENTRAL TIME.
- Any assignments not received at the time they are due will not be graded and will earn a zero.
- All written assignments in this course will ONLY be accepted via in electronic form not in hard copy and to the specified place (e.g., don't email me your work if it’s supposed to be posted to CANVAS). Technology problems will not excuse you from adhering to the deadlines, so plan ahead and do not submit work at the last minute.
- Similarly, you must complete quizzes by their scheduled time and date—no exceptions.
• If you feel that you are dealing with an extraordinary circumstance, please contact me in advance of submitting late work, or as soon as humanly possible before or after a deadline. I might make accommodations in these cases.

Course Community/Online Behavior:
Everyone in this course will be sharing their ideas, questions, and experiences with one another as well as performing in front of the class at times. People, their performances, and their ideas are to be treated with respect for our “time together” to be used productively. Students are expected to avoid behaviors (e.g., posting inappropriate comments to CANVAS, sending harassing emails) that make it difficult to accomplish educational objectives. In this course I also have a strong commitment to the development and maintenance of an instructional climate that supports equality of opportunity and respect for differences based on sex, gender, culture, race, ethnicity, disability, and sexual orientation. Your enrollment in this class assumes that you will treat your fellow students and me with respect. I reserve the right to impose penalties on final grades appropriate to any violations of these expectations, with or without prior notice.

Also, students may NOT use any course material outside of class without prior approval from me, or else they will be subject to a copyright violation per university policies. Please be sure to read the COM department policies for use of technology in the classroom, posted on CANVAS.

Communication with the Instructor:
One-on-one meetings in an instructor’s office are the ideal setting for communication with respect to this course. Clarification questions and other “lean” messages are ideal for email (IDEAL) or telephone conversations. Please use CANVAS or Office 365 (previously panthermail) for email. Emailing from personal accounts is considered not secure as well as can be frustrating if the address does not reflect your name (ilovepuppies2013@me.com) and you do not sign your message. Please email through your UWM account for the best results. Grades will not be discussed over email in any detail and certainly not through a non-UWM account.

***When emailing me, include COMMUN 372 and a short description of your message in the subject line of your email. Please write your messages in a formal tone (e.g., do not write “Hey Professor” or use texting language, such as “Lol” please; rather offer an appropriate salutation such as “Hi Dr. Parcell” or “Hello Erin”) and be sure to sign your name regardless of what account the message is sent.

Extra Credit:
It is possible (but not guaranteed) that extra credit will be made available during the session. Specific point values will be determined on a case-by-case basis.

Equal Treatment:
The principle of equal treatment of all students is a fundamental guide in responding to requests for special consideration. No student will be given an opportunity to improve a grade that is not made available to all members of the class. This policy applies to requests for special treatment both before and after the course is completed. Examples of
unacceptable opportunities for an individual include “extra credit” work, retaking a quiz, taking an extra quiz, or an extension of time on an assignment or quiz. This policy is not intended to exclude reasonable accommodation of verified student disability or circumstances beyond a student’s control.

Participation by Students with Disabilities:
If you need special accommodations in order to meet any of the requirements of the course, please be sure to visit the Accessibility Resource Center and contact me during the first few days of class. This ‘contact’ includes submitting your VISA to me and discussing note-taking needs, alternate quiz arrangements, and so forth.

Student Athletes:
If you are a student athlete who is currently training/competing, please be sure to provide me a schedule of any potential class conflicts during the first few days of class. If new conflicts come up during the course of the semester (e.g., playoffs or other unforeseen developments), be sure to notify me as soon as possible.

Accommodations for Active Military Duty:
Accommodations will be made for students called-up for active duty from the military reserves (http://www4.uwm.edu/academics/military.cfm).

Religious Observance:
If your participation in a religious observance prevents you from completing an assignment on the scheduled date, you will be allowed to make alternative arrangements. You are responsible for contacting me during the first few days of class regarding any need for alternative arrangements.

Drop Policy:
You may drop the course with written approval through the date specified in the Schedule of Classes. After this date, drops will only be permitted for reasons of extraordinary circumstances not related to academic performance in this course. To drop the course after the cut-off date, you must obtain written permission from the course director and you must also file a written appeal with your school/college advising office. Only if your school/college and the course director approve will such drops be permitted.

Incomplete:
An incomplete may be given in lieu of a final grade if you have completed the majority of the assignments but cannot complete the remaining work because of an illness or other unusual circumstance. You must be able to provide me with written, verifiable, and acceptable proof of your situation. This proof must clearly indicate that you were prevented from completing the work in this class.

Academic Misconduct:
Academic misconduct will be carefully monitored in this course. Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others’ academic endeavors. All required assignments in this
course may be checked for plagiarism (e.g., using Turnitin). You cannot submit work for this class if you have received or will receive credit for it in another course, including a previous term in this course. If you are repeating COMMUN 372, you must let the me know the first week of class. Cheating on quizzes, turning in work that is not entirely your own, copying other students’ work, using someone else’s work without proper citation, collaborating on assignments, etc., will result in immediate failure in this course. Academic misconduct will be reported to the Investigating Officer in Letters & Science, and additional sanctions may be recommended.

Grade Appeal Procedures:
If you wish to discuss or appeal a grade, then contact your me NO LESS than 24 hours after earning the grade. In the event that you are unable to resolve your appeal at the instructor level, you may appeal a grade on the grounds that it is based on a capricious or arbitrary decision. Such an appeal shall follow the established procedures adopted by the Department of Communication, College of Letters and Science, and UWM. These procedures are available at the following website:
https://www4.uwm.edu/letsci/upload/grievance_procedure.pdf

Credit Hour Policy:
In accordance with UWM policy, a minimum of 144 hours should be allotted over the course of the semester for your work in Communication 372, in order to achieve the learning goals of the course. Although students will vary how they use their time, a suggested breakdown of these 144 hours might include a minimum of:
15 hours – completing quizzes, Audio&Image introduction, syllabus quiz, etc.
40 hours - reading course materials & reviewing lectures
4 hours - working on proposal
5 hours – working on sensitizing concept presentation
5 hours - working on CITI certification
40 hours - working on fieldnotes and interview assignment
35 hours - working on final paper & presentation (drafts as well)

Other Policies:
This course will comply with policies and procedures designated by the Department of Communication, the College of Letters & Science, and the University. Information about additional policies can be obtained in the administrative offices of the Department of Communication.
TENTATIVE COURSE SCHEDULE

***Week 1***

Monday
Introduction to the course and the people
Contextual research that matters Chapter 1
Entering the conversation of qualitative research Chapter 2

Wednesday
Lectures post
Quiz is available starting at noon

Thursday
Syllabus Quiz due by 11:59pm
Audio&Image Introduction due by 11:59pm

Friday
*1-page Proposal for Final Project Due to CANVAS by 11:59pm

***Week 2***

Monday
Week One Quiz due by 11:59pm
Paradigmatic reflections Chapter 3
Negotiating access & Exploring the scene Chapter 4
Institutional Review Boards Chapter 5

Wednesday
Lectures post
Quiz is available starting at noon

Friday
*Sensitizing concept presentation due by 11:59pm
*CITI training deadline (extra credit)-submit completion report to CANVAS

***Week 3***

*By end of week 3, each student should have talked with the professor one the phone or via Facetime/Skype to discuss their final project.

Monday
Week Two Quiz due by 11:59pm

Field roles & Fieldnotes Chapter 6
Planning the interview Chapter 7
Interview Practice Chapter 8
**Wednesday**  
Lectures post  
Quiz is available starting at noon

**Friday**  
**Interview Protocol Draft due by 11:59pm**

***Week 4***

**Monday**  
**Week Three Quiz due by 11:59pm**

Data Analysis Basics  
Advanced Data Analysis

**Wednesday**  
Lectures post  
Quiz is available starting at noon

**Friday**  
**Interview & Fieldnotes assignments due by 11:59pm**

***Week 5***

**Monday**  
**Week Four Quiz due by 11:59pm**

Qualitative Quality  
Writing Part 1  
Writing Part 2

**Wednesday**  
Lectures post

**Friday**  
**Additional Data Posted by 11:59pm**

***Week 6***

**Monday**  
**Paper & Presentation Drafts due by 11:59pm (post to discussion for feedback)**

Exiting and communicating impact

**Friday**  
**Final Paper & Presentation Due**