

SS3428: ADVANCED APPLIED QUALITATIVE RESEARCH METHODS

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Advanced Applied Qualitative Research Methods

Subject Code

SS - Social and Behavioural Sciences

Course Number

3428

Academic Unit

Social and Behavioural Sciences (SS)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

SS2034 Research Methods in Social Sciences

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to provide students with deeper insights into the epistemological foundations and theoretical underpinnings of qualitative research methods. In addition to covering the entire research process, special emphasis will be placed on topics such as research design, ethics, focus groups, ethnography, data analysis and reporting. The course will also explore how to conduct research using social media platforms, press archives, and tools like Google Maps. By the end of the course, students will gain a sophisticated understanding of qualitative theories and be able to apply a diverse range of qualitative techniques in their own social science research.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Differentiate a range of key philosophical traditions, concepts and methodological approaches in applied qualitative research;	10	x		
2	Identify the fundamental and emerging issues in research design and strategies used in applied settings;	10	x	x	
3	Apply and evaluate issues related to qualitative research methods and designs in different contemporary social settings;	35	x	x	
4	Design and conduct applied qualitative research; and	35	x	x	x
5	Evaluate the social and political constraints on applied qualitative research and be aware of the standards of professional skills and the values of the professional sociological practitioners.	10	x	x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	LTA1: Class Discussions	Students will engage in discussions to make discoveries in the applications of qualitative methodologies.	1, 2, 3, 4, 5
2	LTA2: Lectures	Students will participate in lectures to receive the pertinent knowledge related to the topic.	1, 2, 3, 4, 5

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	AT1: Book/Book Chapter/Article Review	1, 2, 3	30	
2	AT2: Student Group Presentation	1, 2, 3, 4, 5	25	
3	AT3: Student Group Field Research Report	1, 2, 3, 4, 5	45	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

1: Book/Book Chapter/Article Review

Criterion

Ability to identify key concepts and how the book chapter/article applied particular qualitative methods

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Good

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Poor

Assessment Task

2: Student Group Presentation

Criterion

Demonstration of learning in sharp and skilful ways

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Good

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Poor

Assessment Task

3: Student Group Field Research Report

Criterion

Application of relevant concepts and literature; and collecting appropriate data

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Good

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Poor

Part III Other Information**Keyword Syllabus**

Paradigms underpinning qualitative research; Theoretical, practical and methodological traditions of qualitative research; Planning and conducting qualitative research; Focus group interviewing; Ethnographic field strategies; Collection, analysis and interpretation of qualitative data; Composing qualitative research reports; epistemological foundations of qualitative research; visual methods; studies based on social media platforms; archival studies.

Reading List**Compulsory Readings**

Title	
1	Lune, Howard & Berg, Bruce (2016). Qualitative research methods for the social sciences. Boston: Pearson/Allyn & Bacon.
2	Neuman, W. Lawrence. (2013). Basics of social research: Qualitative and quantitative approaches. Boston, Mass.; London: Allyn and Bacon.
3	Denzin, Norman K., & Lincoln, Yvonna S. (2023). The Sage handbook of qualitative research. London: SAGE Publications.

Additional Readings

Title	
1	Nil