

Joint Ryerson-York Graduate Program in Communication and Culture
CC9900 / CMCT 7200 3.0 Advanced Research Methods
Winter 2014

Seminar Meetings: Friday Noon to 3 p.m. in JOR 1043 (note: Jan 24 will be in JOR 802)
Selected Fridays, we may stay until 5pm for professional workshops (but not Jan 10, 17, or 24).

Seminar professor: Paul S. Moore

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For assignment submissions always use CC9900 to start the subject line of your message please.

Course Description

The principal aim of this course is to cultivate a critical research sensibility that addresses questions of communication and culture and their intersection, with research being defined as an engaged process of enquiry and discovery that leads to the production of social knowledge. Different models of reality will necessarily lead to (1) different propositions about what communicational reality is, and with this (2) different ways of establishing what can be accepted as real, (3) different ways of justifying the data relevant to reality, and (4) different strategies for collecting such data.

Course Materials

Required (copies available at Ryerson Campus Store, Victoria & Gould Streets):

Seale, Clive, ed. 2004. *Social Research Methods: A Reader*. Routledge.

Optional (e-book at www.ryerson.ca/library, and limited copies at Ryerson Campus Store):

Stanczak, Greg, ed. 2007. *Visual Research Methods: Image, Society & Representation*. Sage.

References to additional readings will be posted as appropriate by Prof. Moore and students.

Conceptual overviews and definitions (both are e-books at www.ryerson.ca/library):

- Seale et al. 2004. *Qualitative Research Practice*. Sage. (presents a variety of qualitative methods, then a range of “analytical frameworks” before introducing issues of fieldwork, and then handling various contexts and alternative methods).
- Seale. 1999. *The Quality of Qualitative Research*. Sage. (discusses issues of trust, truth, reliability and replicability, ending with a consideration of reflexivity in writing and issues of authorship).

Key Encyclopedic Resource (any of the 1st through 3rd editions also useful):

- Denzin & Lincoln, eds. 2011. *SAGE Handbook of Qualitative Research, 4th ed.* (selected parts available alternatively as *The Landscape of Qualitative Research, 4th ed.*). Neither is an e-book.

Many SAGE and other “handbooks” are listed below. (Most are e-books at www.ryerson.ca/library). These handbooks usually collect reflective essays by top scholars on specific issues:

- Williams & Vogt. 2011. *Handbook of Innovation in Social Research*. SAGE.
- Outhwaite & Turner. 2007. *Handbook of Social Science Methodology*. SAGE.
- Alasuutari et al. 2008. *Handbook of Social Research Methods*. SAGE.
- Gubrium et al. 2012. *Handbook of Interview Research, 2nd ed.* SAGE.
- Hobbs & Wright. 2006. *Handbook of Fieldwork*. SAGE.
- Reason & Bradbury. 2008. *Handbook of Action Research, 2nd ed.* SAGE.
- Margolis & Pauwels. 2011. *Handbook of Visual Research Methods*. SAGE.

- Knowles & Cole. 2008. *Handbook of the Arts in Qualitative Research*. SAGE.
 - Gee & Handford. 2012. *Handbook of Discourse Analysis*. Routledge.
 - Clandinin. 2007. *Handbook of Narrative Inquiry*. SAGE.
 - Huhn et al. 2009. *Handbook of Narratology*. deGruyter.
 - Byrne & Ragin. 2009. *Handbook of Case-Based Methods*. SAGE.
 - Dezin, Lincoln & Smith. 2008. *Handbook of Critical & Indigenous Methodologies*. SAGE (not e-book).
 - Browne & Nash. 2010. *Queer Methods: Queer Theories and Social Science Research*. Ashgate.
 - Jaggar. 2014. *Just Methods: an Interdisciplinary Feminist Reader*. Paradigm (not e-book).
 - Hesse-Biber. 2007. *Handbook of Feminist Research*. SAGE (not e-book).
 - Fielding et al. 2008. *Handbook of Online Research Methods*. SAGE.
 - Burdick et al. 2012. *Digital Humanities*. MIT Press.
 - Volkmer. 2012. *Handbook of Global Media Research*. Wiley-Blackwell.
 - Scott & Carrington. 2011. *Handbook of Social Network Analysis*. SAGE.
 - Shaw et al. 2006. *Handbook of the Evaluation of Policies, Programs and Practices*. SAGE.
 - Fischer et al. 2007. *Handbook of Public Policy Analysis*. Taylor & Francis (not e-book).
- And many others for various specialized research fields and methods.

P91.3 is the shelf call number for traditional “mass communication” methods (studying audiences, media effects, news content, etc.) **P93** is more specific to “content analysis”.
H62 is the shelf call number for traditional “social science” qualitative methods (issues of reflexivity, facticity, studying social interactions, interviewing, fieldwork, etc.)

Course Evaluation

1. **Survey of Methods in a Research Field (30%)** **DUE Monday, March 10**
 Survey a range of methods employed to research an area or question in at least three previously published journal articles in the field, evaluating the comparative benefits and drawbacks of each (about 2000 words and bibliography)
2. **Instrument Design (15%)** **DUE Monday, April 7**
 Develop, pre-test and evaluate a research instrument, as appropriate for a research problem in a field of your own interest (500 word evaluation, and instrument and/or describe its design)
3. **Proposal for a Methodology in a Research Field (40%)** **DUE Monday, April 21**
 Compose a proposal for a research project (3000 to 4000 words), presenting the research question(s), assessing alternative approaches, justifying a particular paradigm, and detailing implementation in terms of epistemological, representational (sampling), and ethical concerns.
4. **Weekly Participation, class presentations, and an ungraded early piece of writing (15%)**
 - A. Twice (you may work in pairs or trios) a presentation on the practical and/or theoretical crux of one of the methods reviewed in class, based on readings and examples.
 - a. For ONE of the two presentations above—individually-written, not groupwork—post in advance of class a 1000 word summary of your methodological review, using at least three of the short excerpted readings from Seale and others for that week.
 - b. For the OTHER, post a pertinent example of a recent article employing the method.
 - B. Present an overview of your final proposal, with draft instrument and/or ethics application
5. **Ungraded Professional Development Activities & Workshops:**
 Dates and any Guests to be determined. Possible topics: Academic Publishing and Peer Reviews; Research Ethics Protocols and Review Processes; Methods Curriculum and Pedagogy; Planning for Dissertation Proposals

Week	Seminar
1 Jan 10	Introductions & Logistics: Paradigms and Perspectives Lincoln, Lynham and Guba, "Paradigmatic Controversies, Contradictions and Emerging Confluences, Revisited," in Denzin & Lincoln, 4 th ed. (or any earlier ed.) Kuhn (Ch 27 in Seale); look at Seale et al. 2004 e-book.
2 Jan 17	Representativeness & Reliability? Narrative, Discourse, and Semiotic Analyses Part Eleven in Seale; Goldstein (Ch 3 in Stanczak)
3 Jan 24	Intrusion or Observation? Ethnography and Documentary Part Seven in Seale; Clifford, Brewer in Part Twelve in Seale; Wagner (2 in Stk)
4 Jan 31	Interrogation or Interplay? Interviews and Focus Groups Part Eight in Seale; Clark-Ibanez (7 in Stk)
5 Feb 7	Counting on Theory: Survey Design, Content Analysis, and Coding Frames (also, this week: producing a cross-tabulation and statistical significance) Part Ten in Seale; also Cicourel, Marsh in Part Five in Seale; Samuels (8 in Stk)
6 Feb 14	Applied or Principled? Policy Analysis and Program Evaluation Weber, Weiss in Part 14 in Seale; Gold (6 in Stk); see also Shaw et al., Fischer et al.
7 Feb 28	Decolonizing Methods, Feminist Approaches and Queer Theories Meyer, Harding, Maynard, Back & Solomos in Part 14 in Seale ; Holliday (10 in Stk)
8 March 7	Researching Online Culture and Using Digital Methodologies Hamman in Part 9 in Seale; Papson et al. (12 in Stk); Fielding et al., Burdick et al.
9, 10, 11 March 14, 21, 28	Individual Methodologies (Presentations of Proposals-in-Progress and draft research instruments) 6 students weekly
12 April 4	Preparing for Independent Research Dissertation Design and Proposals

Please note that the week of Feb 17-21 is reading week with no classes at Ryerson and York.

Class Format

In the case of the two core PhD courses, the graduate program directors from both universities will try to attend most of both seminars to support the progress of the PhD students through the program. Participants in the course are expected to attend all scheduled seminars (providing timely notice of unavoidable absences and posting on the website to contribute to the discussion) and to prepare for participation in seminar discussions by reading assigned materials in advance of each seminar meeting.

Presentations materials must be posted online prior to seminar discussion. Discussion will commence with students not specifically assigned to the topic or book. You are invited to post additional materials to customize your profile, such as a picture or links. Any participatory activities during the seminar time are deemed part of the evaluation. The seminar will focus on collegial but robust discussion, encouraging participation from all members of the group.

Participation

Discussion and work on in-class projects will be an essential part of the class; it is an essential element of a seminar. Your participation will make the class more engaging, while reinforcing the concepts acquired in class or in readings. The participation mark will be a reflection of the quality, regularity and depth of the student's contribution to seminar discussion. Rather than require students to submit a journal or written summaries of readings, your discussion of readings in class will indicate that you are reading and thinking about the assigned weekly readings.

Presentations

Presentations will be part of the standard of the seminar. The overall participation in the seminar will be grouped with the presentations that are part of the readings and part of the preliminary stages of the written submissions for the course. Summaries are unacceptable formats for presentations. A critical review in the material will be essential.

Submissions

All graded work must be submitted electronically to psmoore@ryerson.ca. Your electronic submissions must be in Word or rtf formats, as attachments. Please put CC9900 in the subject line. Please use another message if you are asking questions in addition to sending an assignment.

Office Hours: I am on campus most days, but Wednesdays (in JOR-306, my Sociology undergrad office) or Friday mornings (in the RCC-303 graduate office) are best for meetings. Try to book ahead, and don't hesitate to send a friendly reminder the day before!

Other (Equivalent policies for York University apply to York students):

- Ryerson's Academic Integrity Policy and Procedures - Links available at: <http://www.ryerson.ca/academicintegrity/graduate/index.html>
- Access/ Disability, and Academic Accommodation for Students - Link available at: <http://www.ryerson.ca/studentsservices/accesscentre/>
- Ethics Review Process for Research Involving Human Participants- Link available at: <http://www.ryerson.ca/research/services/ethics/human.html>
- Grading Scheme and Academic Standing information - Link available at: http://www.ryerson.ca/currentstudents/essr/gradescales_grad/
- Important University Sessional Dates (you will find classes and exams start/end dates, reading/co-curricular week, add/drop deadlines, holidays, University closings and more). <http://www.ryerson.ca/graduate/currentstudents/calendarsanddates/importantdates.html>