# COURSE DETAIL

| QUALITATIVE METHODS |
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| **Country**<br>Japan |
| **Host Institution**<br>Meiji Gakuin University |
| **Program(s)**<br>Global Studies, Japan |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Statistics |
| **UCEAP Course Number**<br>105 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>QUALITATIVE METHODS |
| **UCEAP Transcript Title**<br>QUALITATIVE METHODS |
| **UCEAP Quarter Units**<br>3.00 |
| **UCEAP Semester Units**<br>2.00 |

**Course Description**
Qualitative research means research that concentrates on acquiring a subtle, in-depth understanding of a relatively small group of subjects, as opposed to quantitative research, which emphasizes large sample-size and acquisition of statistical data. Qualitative methods are often used by social for anthropological fieldwork, but also for market research, opinion polling and customer satisfaction surveys. This course shows how to acquire high-quality data on social behavior and attitudes. Topics: introduction to social science methods; what is fieldwork; choosing a topic and planning research; writing a research proposal; interview techniques; focus groups; participant observation; alternative methods; from field notes to data; and writing up and interpreting qualitative data.

**Language(s) of Instruction**
English

**Host Institution Course Number**
KC3030

**Host Institution Course Title**
QUALITATIVE METHODS

**Host Institution Course Details**

**Host Institution Campus**
Yokahama

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
International Studies

**Course Last Reviewed**

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