

COURSE DETAIL

QUALITATIVE METHODS

Country

Japan

Host Institution

Meiji Gakuin University

Program(s)

Global Studies, Japan

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Statistics

UCEAP Course Number

105

UCEAP Course Suffix**UCEAP Official Title**

QUALITATIVE METHODS

UCEAP Transcript Title

QUALITATIVE METHODS

UCEAP Quarter Units

3.00

UCEAP Semester Units

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

Yokohama

Host Institution Faculty

Host Institution Degree

Host Institution Department

International Studies

Course Last Reviewed

[Print](#)