

# COURSE DETAIL

## QUALITATIVE COMMUNICATION RESEARCH METHODS

**Country**

Singapore

**Host Institution**

National University of Singapore

**Program(s)**

National University of Singapore

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication

**UCEAP Course Number**

110

**UCEAP Course Suffix****UCEAP Official Title**

QUALITATIVE COMMUNICATION RESEARCH METHODS

**UCEAP Transcript Title**

QUAL COMM RESEARCH

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This course examines qualitative communication research, the role it plays in the development of communication theories and applications, and the steps in carrying out qualitative research projects. It covers fundamental concepts in qualitative research design, sampling strategies and protocol development, data collection, data analysis, and evaluation. This course introduces basic concepts of qualitative methods such as interpretation, meaning making, co-construction, and performance. A set of field-based experiences are designed to give students opportunities to become familiar with specific forms of qualitative data gathering such as in-depth interviews, focus groups, and ethnography.

## Language(s) of Instruction

English

## Host Institution Course Number

NM2104

## Host Institution Course Title

QUALITATIVE COMMUNICATION RESEARCH METHODS

## Host Institution Course Details

<https://nusmods.com/courses/NM2104/qualitative-communication-research-methods>

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Communications and New Media

## Course Last Reviewed

2024-2025

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