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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