

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Communications and New Media

[Print](#)