

ARTS-L0111

Methods of Qualitative Research

COURSE HANDBOOK 2021



BASIC INFORMATION

Credits: 6 ECTS (Approximately 162h)

3.3.2021 – 26.05.2021 see below for times – all teaching is online

Taught by

Eeva Berglund (teacher in charge), Adjunct Professor, Department of Design
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Note, we will try to answer emails as best we can, but the best way to catch us will be before and after teaching sessions.

Teaching materials and an online link are available on MyCourses.

CONTENT

The course includes seminars, independent research and presentations. Contact sessions will consist of introductory lectures and seminars, and presentations. Seminars will address:

- The strengths and principles of qualitative research
- Observational techniques
- Different types of interviews
- Different types of materials
- Online and offline data
- Ethnographic approaches and emerging inventive methodologies
- Key qualitative methods of analysis, e.g. content analysis, semiotic analysis (textual and visual), discourse analysis.

LEARNING OUTCOMES

After successfully completing the course, students will be familiar with the core methods of qualitative research today. They will be able to carry out basic research activities, such as organising, undertaking and analysing different types of interviews, and observing, intervening and participating in different social worlds as part of academic research. The course underscores the importance of selecting appropriate methods and media throughout the process of working with data, and of recognising the limitations but also the benefits of different methods in qualitative enquiry.

Students will be able to think critically but constructively about what 'data' is and how generating and analysing it are intertwined.

On the course, students will gain confidence in carrying out data collection and analysis, and gain some experience of adjusting existing methods to their own research fields and topics.

ASSESSMENT

Students are expected to attend at least 80% of the total number of classes. Active participation in class discussions and exercises and timely submission of assignments is also required. These will include reporting on individual and group exercises (e.g. interviews) and a final paper.

Assessment is based on a criterion-referenced scale 0–5 or pass-fail. This is a mixed teaching group, so assessment criteria are rather generic and contextual. However, in your final essay in particular, we will reward careful argumentation and confident synthesis, appropriate framing and referencing, as well as clear and academically acceptable communication. This also includes properly formatted and labelled submissions.

DEADLINES

1. Pre-course "Where I am in my research" – due 1.3. by 9:00
2. Practical exercise – brief given 10.3., reporting due 24.3. by 22:00
3. Analysis exercise – brief given 7.4., assignment due 21.4. by 22:00
4. Final essay of c. 2 500 words, brief given 7.4. and due 18.5. by 22:00

WORKLOAD

Lectures and seminars 26h, reading 36h, independent work 100h

OUTLINE OF SESSIONS AND THEIR COMPULSORY READINGS

Wednesday 3.3.2021 - Introductions

09:15 – 12:00 Introduction to methodological thinking

12:45 – 15:00 Introduction to participants; pandemic issues; on documentation and invitation to share your practices later

Before the session, read: Freeman, Melissa (2014) 'The Hermeneutical Aesthetics of Thick Description', *Qualitative Inquiry*, Vol. 20(6): 827 – 833.

Wednesday 10.3.2021 - Finding things out

09:15 – 12:00 From methods to results

13:00 – 15:00 Speculative objects, with guest Guy Julier, Aalto Department of Design
Brief given for practical exercise.

In advance, read:

Harding, Nancy (2018) Feminist Methodologies. *The SAGE Handbook of Qualitative Business and Management Research Methods; Vol. 1: History and Traditions*, 2018, p.138-153.

Gaver, Bill; Tony Dunne; Elena Pacenti (1999) 'Cultural Probes', *Interaction*, Jan-Feb 1999.

Wednesday 7.4. - How to analyse

09:15 – 12:00 Progress review

13:00 – 16:00 Content analysis methods, with guest Susanna Paasonen
Briefs given for analysis exercise and final essay.

In advance, read:

Hesmondhalgh, David & Baker, Sarah (2008) Creative Work and Emotional Labour in the Television Industry. *Theory, Culture & Society* 25(7–8): 97–118. DOI: 10.1177/0263276408097798

Hall, Stuart (1997) Work of Representation. Chapter 1 in *Representation: Cultural Representations and Signifying Practices*. London: Sage in association with the Open University.

Tuesday (!) 25.5.2021

09:15 – 12:00 Sharing results, discussion on final essays

13:00 – 15:00 Discussion and review of topics to be decided.

Wednesday 26.5.2021

13:00 – 15:00 On data management, with guest Dr Essi Viitanen, Research Services, and discussion on "Where next?"