

**FACULTY OF SOCIETY AND SCIENCE**

<b>Course Title:</b>	<b>Qualitative Research Methods</b>				
<b>Course code (LAIS):</b>	<b>KomZ2023</b>				
<b>Study programme:</b>	<b>Media and information literacy</b>				
<b>Type of Study Program</b>	<input type="checkbox"/>	1.līmeņa profesionālā augstākā izglītība			
	<input type="checkbox"/>	Profesionālais bakalaura			
	<input checked="" type="checkbox"/>	<b>Maģistra programma</b>			
	<input type="checkbox"/>	Doktorantūra			
<b>Type of Study course:</b>	<input checked="" type="checkbox"/>	Obligāts studiju kurss (A daļa)			
	<input type="checkbox"/>	Nozares profesionālās specializācijas kurss (B daļa, obligāts)			
	<input type="checkbox"/>	Nozares profesionālie izvēles kursi (B daļa, izvēle)			
	<input type="checkbox"/>	Brīvās izvēles kursi (C daļa)			
<b>Course Workload:</b>	<b>Credits</b>	<b>ECTS</b>	<b>Academic hours</b>	<b>Contact hours</b>	<b>Independent work</b>
	2	3	80	24	56
<b>Course Author/ Tutor:</b>	<b>Agnese Dāvidsone, PhD, assistant professor</b>				
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<b>Course Form:</b>	Full time				
<b>Study year, semester:</b>					
<b>Language:</b>	Latvian/ English				
<b>Prerequisites for the Course:</b>	-				
<b>Course Summary:</b>	The aim of the course is to provide an overview and basic knowledge in various types of qualitative research methods used in the communication discipline, focusing both on both textual and visual content analysis, and to promote the ability to select appropriate research methods for achieving the goals of a particular study and to apply the methods which are considered in the course.				
<b>Course Methods:</b>	Lectures, seminars, individual independent work, group work, final examination.				
<b>Course Methods, including description of the organization of students' individual work and tasks:</b>	Final examination (final work) - 40% Individual homework: Interview transcript and reflection on the role of researcher - 20% Individual homework discourse analysis - 20% Individual homework: semiotic analysis - 20%				
<b>Assessment:</b>	Final examination				
<b>Requirements for Credits and Criteria for Assessing the Course Results:</b>	<ul style="list-style-type: none"> <li>-To prepare and submit and / or represent the group and individual works within the deadline;</li> <li>- For all works performed within the course of study, you must receive a successful assessment - a work test or grade not less than 4 points</li> <li>- In order to complete the missing class, the independent work must be done within the set deadlines;</li> <li>- Basic principles of academic ethics must be followed: the ethical principles of the Vidzeme University and the Academic Ethics Regulations;</li> <li>- The examination (final work) can be taken only if all the other requirements of the study course are fulfilled.</li> </ul> All the independent work of students and the final exam will be assessed on 10 grade scale.				
<b>Studiju kursa saturs:</b>	Overview of qualitative research methods in the communication discipline; research ethics; method selection criteria; interview as a research method; preparation and				

	management of focus group discussions; discourse analysis as a research method; visual content analysis.	
<b>Studiju kursa rezultāti<sup>1</sup>; to vērtēšanas metodes un kritēriji</b>	<b>Study results</b>	<b>Methods of Assessment</b>
	<b>Knowledge</b>	
	Knowledge about different qualitative research methods	Independent work, seminars, final examination
	Understanding about the application of various qualitative research methods in data collection	
	<b>Skills</b>	
	Skills to choose the appropriate research methods	Independent work, seminars, final examination
	Skills to prepare for data collection	
Skills for conducting studies and doing data analysis		
<b>Competences</b>		
Patstāvīgi īstenot pētījums izmantojot dažādas kvalitatīvās pētniecības metodes, ievērojot pētījuma ētiku	Independent work, seminars, final examination	
<b>Compulsory literature:</b>	<p>Pētniecība. Teorija un prakse (2016). Martinsone, K., Pīpere, A., Kamerāde, D. (Red.) Rīga:RAKA.</p> <p>Ievads pētniecībā: stratēģijas, dizaini, metodes (2011). Cimdiņa, K. (Red.). Rīga: RAKA</p> <p>Kropļijs, A., Raščevska, M. (2004). Kvalitatīvās pētniecības metodes sociālajās zinātnēs. Rīga: RAKA</p> <p>Barts, R. 2008. Camera lucida. <i>Piezīme par fotogrāfiju</i>. Laikmetīgās mākslas centrs.</p>	
<b>Recommended literature:</b>	<p>Rose, G. 2001. <i>Visual methodologies. An Introduction to the Interpretation of Visual Materials</i>. Pieejams: <a href="https://teddykw2.files.wordpress.com/2012/07/visual-methodologies.pdf">https://teddykw2.files.wordpress.com/2012/07/visual-methodologies.pdf</a></p>	
<b>Course confirmation date:</b>		
<b>Date of course description update:</b>		

**Study course plan:**

Topic	Number of academic hours		Study form
	Contact hours	Independent work hours	
Introduction to the course. Overview of qualitative research methods, ethics of the research; the choice of research methods. Interview and focus group as a qualitative research method. Practical focus group play in the audience. Thematic coding exercise.	8	16	Lecture, seminar, independent work, discussion, practical exercises for data collection and data analysis
Discourse analysis	6	24	Lecture, seminar, independent work, discussion,

<sup>1</sup> <http://www.nki-latvija.lv/par-lki>

			practical exercises for data collection and data analysis
Visual content and semiotic analysis	6	16	Lecture, seminar, independent work, discussion, practical exercises for data collection and data analysis
Final examination	4		Independent work
	24	56	