

Course Title	: Methods in Cultural Research II
Course Code	: CUS2404
Recommended Study Year	: 2
No. of Credits/Term	: 3
Mode of Tuition	: Lecture-Tutorial
Class Contact Hours	: 3 hours per week
Category in Major Prog.	: Core
Prerequisite(s)	: Methods in Cultural Research I
Co-requisite(s)	: None
Exclusion(s)	: None
Brief Course Description	: This is part II of a two-part course that acquaints students with the study and application of qualitative research methods in cultural studies, focusing specifically on (a) <u>human subject-centered</u> methods (i.e. the study of “everyday lived culture,” “experience,” and “identity formation” through e.g., participant observation, in-depth interviews, focus groups, ethnography, narrative inquiry) and (b) <u>action research</u> (e.g. grounded theory; institutional analysis; self-reflexivity). Particular attention will be paid to the underlying ethical assumptions and perspectives in cultural studies.
Aims	: (1) To expand and deepen students’ understanding of qualitative research methods in cultural studies; (2) To help students acquire more advanced research skills.
Learning Outcomes	: (1) Explain the major concepts related to the study of “everyday life,” “lived experience,” and ethics as they are theorized in cultural studies; (2) Design and apply a cohesive ethnographic project, with appropriate sampling, methodological, and analytical judgments; (3) Practise doing fieldwork, including participant observation, qualitative interviewing, and action research; (4) Analyze and interpret “cultural data,” leading to the formulation of findings/theories presented in a full and cohesive qualitative cultural study report.

Indicative Content	<p>: <u>Part I. Key concepts in cultural research</u></p> <p>(1) What is subjectivity? What are lived experiences? (2) Theories and debates in ethnographic research</p> <p><u>Part II. Data Collection: Sites, Scenes, Fields</u></p> <p>(1) Mapping the research site (2) Fieldwork and Participant Observation (3) Qualitative interviewing, including focus groups</p> <p><u>Part III. Data Analysis and Reporting: Cultural Sense-making</u></p> <p>(1) Coding and labeling (2) Constructing thematic network (3) Writing and presenting a qualitative cultural research report (4) Social and intellectual impact of cultural research</p>								
Teaching Method	<p>: (1) Lectures supplemented with a wide range of multi-media materials as well as sample research to illustrate the nature and characteristics of ethnography and action research. (2) Tutorial presentations and discussions on conducting fieldwork and interview. (3) Guided group projects to help students practice the skills of ethnographic data collection and analysis.</p>								
Measurement of Learning Outcomes	<p>: <i>(The numbers in brackets indicate corresponding ILOs)</i></p> <p>(1) Active class participation engages critically with assigned weekly readings, unpacking key concepts in them (1-4) (2) Exercises require students to develop hands-on experience in data collection and analysis (3, 4) (3) Research proposal requires students to exercise conceptual and analytical judgments in designing an ethnographic or action research study (2) (4) Group project assesses students' understanding of issues in research project conceptualization and design (2-4)</p>								
Assessment	<p>: Students are assessed on the basis of <u>100% Continuous Assessment</u> with the following grade distribution:</p> <table border="0" style="margin-left: 40px;"> <tr> <td style="padding-right: 20px;">Class participation</td> <td>[20%]</td> </tr> <tr> <td>Exercises</td> <td>[20%]</td> </tr> <tr> <td>Research proposal</td> <td>[30%]</td> </tr> <tr> <td>Group project</td> <td>[30%]</td> </tr> </table>	Class participation	[20%]	Exercises	[20%]	Research proposal	[30%]	Group project	[30%]
Class participation	[20%]								
Exercises	[20%]								
Research proposal	[30%]								
Group project	[30%]								

Required Readings

1. Gray, Ann. *Research Practice for Cultural Studies: Ethnographic Methods and Lived Cultures*. London: Sage, 2003.
2. Saukko, Paula, *Doing Research in Cultural Studies: An Introduction to Classical and New Methodological Approaches*. London: Sage, 2003.
3. Ngai, Pun, *Made in China: Women Factory Workers in a Global Workplace*. Durham: Duke University Press (Hong Kong: Hong Kong University Press), 2005.

Recommended Readings

- Clair, Robin Patric (ed.), *Expressions of Ethnography: Novel Approaches in Qualitative Methods*. Albany : States University of New York Press, 2003.
- Clandinin, D. Jean (ed.), *Handbook of Narrative Inquiry : Mapping a Methodology*, Thousand Oaks, Calif. : Sage Publications, 2007
- Denzin, Norman, *Performance Ethnography: Critical Pedagogy and the Politics of Culture*. Thousand Oaks, CA : Sage, 2003.
- Greenwood, Davydd & Levin, Morten, *Introduction to Action Research: Social Research for Social Change*. London : Sage, 2007.
- Hammersley, Martyn, *Reading Ethnographic Research: A Critical Guide*. London & New York : Longman, 1998.
- Machin, David, *Ethnographic Research for Media Studies*. London : Arnold, 2002.
- Mertler, Craig, *Action Research: Teachers as Researchers in the Classroom*. Los Angeles : Sage, 2009.
- Pickering, Michael, *Research Methods in Cultural Studies*. Edinburgh: Edinburgh University Press, 2008.
- Taylor, Steven & Bogdan, Robert, *Introduction to Qualitative Research Methods*. New York : Wiley, 1997.
- Whitehead, Jack, *Action Research: Living Theory*. London : Sage, 2006.

Important Notes:

1. Students are expected to spend a total of 9 hours (i.e. 2 hours of class contact and 7 hours of personal study) per week to achieve the course learning outcomes.
2. Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
3. Students are required to submit writing assignment(s) using Turnitin.
4. To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>.