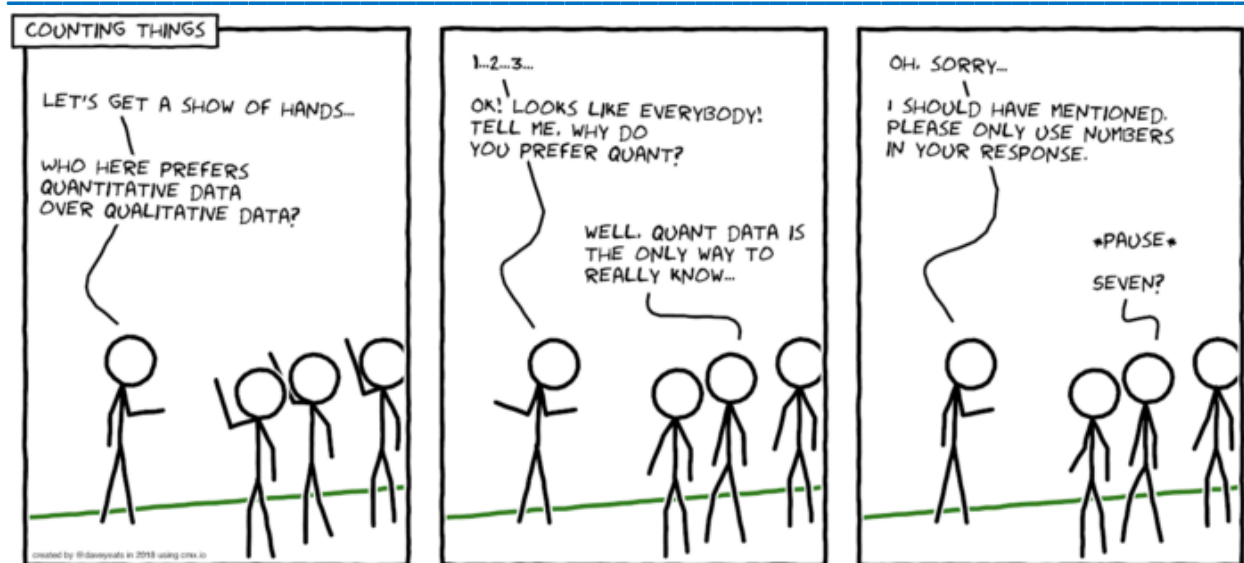# SOCI 374[1] Qualitative Research Methods

Image: [Cartoon](#) created by Indeed UX Research Manager Dave Yeats using [cmx.io](#)

Course Description

How do sociologists conduct qualitative research? This course introduces students to several qualitative research methods used in the social sciences. We will also cover core aspects of the research process including design, sampling, data collection and analysis, ethics, reciprocity, and publication for various audiences. Students will carry out their own original research using methods learned in this course, which provides an opportunity to gain hands-on experience. Previous students have published their research in undergraduate journals.

Developing strong skills and practical experience in qualitative methods is useful for a wide range of careers, including academia, market research, government consultation, and non-profits.

Instructor

Professor Anelyse Weiler
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Office hours TBD.

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[1] This outline is only intended to give students a general sense of the course, and course details may change. Detailed course syllabi will be made available for all registered students on the first day of class. Only those syllabi are considered official.

Format
Unless the University of Victoria specifies otherwise, this class will be offered in person on **Mondays and Thursdays from 11:30am-12:45pm**. Classes will include a combination of lectures and guest lectures, multimedia, and participatory activities (e.g., small group exercises and class-wide discussions).

This class will not be recorded; in-person attendance is expected and valued.

Course Objectives
The objectives are to: (1) gain an in-depth understanding of selected qualitative methodologies and their key features; (2) understand key aspects of the qualitative research process, including design, sampling, data collection and analysis, ethics, reciprocity, and publication; (3) gain the knowledge-base and practical skills necessary to conduct rigorous, theoretically informed, and ethical research.

Course Pre/Co-requisites
SOCI 211 is a pre-requisite for SOCI 374.

Topics May Include
Community-based research; Interviewing; Photovoice and art-based methods; Ethnography; Indigenous and decolonizing methodologies.

Required Textbook/Readings
Textbook TBD.

Other required readings will be uploaded on Brightspace as the course progresses. A list of all required readings will be included in the detailed course syllabus.