Course Title: Qualitative Research Methods

Course Number: UGPH0605J031

Course Location: 1 Riverfront Plaza (Room Assignment: 1023)

Course Date & Time: Tuesdays; 6:00pm-8:00pm

Course Instructor: Pamela Valera, PhD, MSW, ACSW, NCTTP
Assistant Professor
Email: pv181@sph.rutgers.edu

Office Hours: By Appointment Only

Course Assistant: None

Course Website: canvas.rutgers.edu

Required Course Text:

<table>
<thead>
<tr>
<th>Book Title</th>
<th>Author/Publisher/Edition</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualitative Inquiry and Research Design:</td>
<td>Creswell/Poth; Sage</td>
<td>New: $64.00</td>
</tr>
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</table>

Additional/Supplemental Readings/Resources: All assigned readings for each week are posted on the class Canvas site unless otherwise indicated. Complete readings before the class for which they are assigned and are meant to enhance your understanding of the material covered during the class. All course material, except for copy-protected material, will be posted online. Copying and distribution of course material will be kept to a minimum to follow our “Going Green” policy.

Software for Class: We will be using NVivo during the last few weeks of the class to gain hands-on experience in analyzing data. You can register for one free month of use at http://www.qsrinternational.com/nvivo/nvivo-products. Please wait until just before Class 8 to register for NVivo.

Course Description:
This is an introductory course for Urban Public Health students, which focuses on the methods of qualitative research in public health. Qualitative research is an approach to understanding the “whole person” or his/her “lived experience.” Qualitative methods emphasis is on "making meaning" of a social phenomenon, behavior or target population of interest that are not easily measurable or quantifiable. The methods of qualitative research include: case studies, ethnography, grounded theory, narratives, and phenomenology. The course will begin with an introduction to the origins and foundations of qualitative methods and proceed to cover these topics: formulating research questions, ethical issues and access, designing the study, sampling, data collection, data analysis and writing the report. There
are a variety of methods for data collection in qualitative research: focus groups, interviews (i.e., open-ended, semi-structured, in-depth), observation, and document review. The focus of this course will be on learning the basic approaches, concepts, content, and skills associated with qualitative research in urban public health. In addition, students will learn how to choose among the five designs to qualitative methods and learn the tools and approaches to qualitative analysis.

<table>
<thead>
<tr>
<th>COURSE OBJECTIVE</th>
<th>LESSON</th>
<th>COMPETENCIES</th>
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<tbody>
<tr>
<td>1.</td>
<td>1-3, 12-14</td>
<td>UPH 1. Describe the health status of urban populations and their related determinants using quantitative and qualitative information.</td>
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</tbody>
</table>
| 2.               | 3-8    | UPH 1. Describe the health status of urban populations and their related determinants using quantitative and qualitative information.  
UPH 4. Apply methods to develop and assess programs and strategies that protect or endanger the health and well-being of urban populations. |
| 3.               | 1-3, 12,13 | UPH 4. Apply methods to develop and assess programs and strategies that protect or endanger the health and well-being of urban populations. |
| 4.               | 1-4    | UPH 4. Apply methods to develop and assess programs and strategies that protect or endanger the health and well-being of urban populations. |
| 5.               | 4-8    | UPH 4. Apply methods to develop and assess programs and strategies that protect or endanger the health and well-being of urban populations.  
UPH 5. Assess the scientific evidence related to a current and future urban public health issues or concerns |
| 6.               | 6-8    | UPH 4. Apply methods to develop and assess programs and strategies that protect or endanger the health and well-being of urban populations. |
| 7.               | 9-10, 12-13 | UPH 4. Apply methods to develop and assess programs and strategies that protect or endanger the health and well-being of urban populations.  
UPH 5. Assess the scientific evidence related to a current and future urban public health issues or concerns |
8.  13  UPH 4. Apply methods to develop and assess programs and strategies that protect or endanger the health and well-being of urban populations.

    UPH 5. Assess the scientific evidence related to a current and future urban public health issues or concerns

9.  10-12  UPH 4. Apply methods to develop and assess programs and strategies that protect or endanger the health and well-being of urban populations.

10.  10-14  UPH 5. Assess the scientific evidence related to a current and future urban public health issues or concerns

**Selected Concentration Competencies Addressed:** The competencies addressed in this course for the MPH in Urban Public Health include:

1. **UGPH 1.** Describe the health status of urban populations and their related determinants using quantitative and qualitative information.
2. **UGPH 4.** Apply methods to develop and assess programs and strategies that protect or endanger the health and well-being of urban populations.
3. **UGPH 5.** Assess the scientific evidence related to a current and future urban public health issues or concerns

Please visit the Department webpages on the School of Public Health’s website at [http://sph.rutgers.edu/](http://sph.rutgers.edu/) for additional competencies addressed by this course for other degrees and departments.

**Course Objectives:** By the completion of this course, students will be able to:

1. Identify the distinctive types of qualitative methods and their role in urban public health research.
2. Formulate research questions and design a qualitative study.
3. Address and manage ethical issues associated with all stages of the qualitative study, from designing to reporting.
4. Understand sampling in qualitative research.
5. Apply the basics of qualitative data collection focusing on interviews, focus groups, observation, and document review.
6. Understand the various types of qualitative analysis.
7. Apply basic methods of qualitative data management and analysis such as transcription, translation, coding, and thematic development.
8. Discuss the importance of rigor in qualitative methods and identify strategies for enhancing rigor.
9. Understand how to use the qualitative software in qualitative studies.
10. Demonstrate how qualitative findings are written and presented.

Course Requirements and Grading:
A variety of teaching methods will be used in this course. In addition to lectures, we will complete in-class exercises and group activities to gain hands-on qualitative and field methods experience. To make this an engaging and rewarding experience for everyone, students are required to complete all the assigned readings before class and actively participate in class discussions. Students are expected to be on time and attend all classes. If you anticipate missing class or are unable to attend, please send me an email. To emphasize the importance of these aspects of class, ten percent of your course grade will be based on attendance and participation.

There are 12 qualitative methods assignments and exercises assigned for this course. Each assignment will stem from in-class discussions and assignments that are designed to build students understanding of qualitative health research. The assignments are as follows:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Grade Points</th>
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<tbody>
<tr>
<td>1) Class Participation</td>
<td>5%</td>
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<tr>
<td>2) Human Subject Certification</td>
<td>5%</td>
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<tr>
<td>3) Formulate a research question</td>
<td>5%</td>
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<tr>
<td>4) Apply one qualitative approach and sampling methodology</td>
<td>5%</td>
</tr>
<tr>
<td>5) Develop an Interview Topic Guide</td>
<td>5%</td>
</tr>
<tr>
<td>6) Conduct Interview and Reflection Paper</td>
<td>15%</td>
</tr>
<tr>
<td>7) Transcribe Interview</td>
<td>5%</td>
</tr>
<tr>
<td>8) Download Trial version of Nvivo 11 and Upload Transcript</td>
<td>5%</td>
</tr>
<tr>
<td>9) Develop a Code Book and Code the Interview</td>
<td>10%</td>
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<tr>
<td>10) Participant Observation and Field Notes</td>
<td>10%</td>
</tr>
<tr>
<td>11) Final Research Proposal</td>
<td>20%</td>
</tr>
<tr>
<td>12) Presentation of Research Proposal</td>
<td>10%</td>
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Students will submit essays for Assignments 3, 4, 6, 10, and 11; include references to class readings and additional sources. Proof of work and brief write up are required for Assignments 5, 7, 9. Assignment 12 requires students to submit PowerPoint poster presentations prior to their scheduled presentation date. Detailed instructions for each assignment will be given in advance. Some assignments will be done as individual projects and some may be conducted and submitted as part of a group project, depending upon the number of students in the class. Assignment should be submitted on time. Late assignments will not be accepted.
Course Schedule: Include week-by-week listing of each class session:

**Session 1**

**September 3**

*Introduction to Qualitative Research*

- Introduction – Course Overview
- Review – What is Qualitative Research
- Overview of Human Subjects Research and good ethical research conduct
- Understand Reflexivity

✓ **Online 30:** Reflexivity Writing Assignment (No Grade)

**Textbook Chapter Readings**
Creswell. (2018), Chapter 1: Introduction
Creswell. (2018), Chapter 3: Designing a Qualitative Study

**Additional Readings**
✓ Chapter 2: Ethical Considerations (pages 32-40)
✓ Chapter 12: Researching the “Vulnerable”


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**Session 2**

**September 10**

*Overview of Qualitative Research Methods Part I*

- Review of qualitative study design options
- Overview of Phenomenology, Grounded Theory
- Develop Research Questions

✓ **Online 30:** View Semi-structured interviewing for Participatory Action Research - [https://www.youtube.com/watch?v=cGQz8hZQ8fU](https://www.youtube.com/watch?v=cGQz8hZQ8fU)
✓ **Assignment Due:** CITI Human Subject Certification

**Textbook Chapter Readings**
Creswell. (2018), Chapter 2: Philosophical Assumptions and Interpretive Frameworks

**Additional Readings**

**In Class Lab:**
Exercise on Writing Research Questions

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**Session 3**  
**September 17**

**Overview of Qualitative Research Methods Part II**
- Review of methods of data collection procedures: In-depth interviews, focus groups, participant observation, ethnography, and document review
- Overview of Ethnography, Case Study, Narratives

✓ **Assignment Due:** Formulate a Research Question

**Textbook Chapter Readings**
Creswell. (2018), Chapter 4: Five Qualitative Approaches to Inquiry

Creswell. (2018), Chapter 7: Data Collection

**Additional Readings**
  ✓ Introduction: Discipline and Practice of Qualitative Research (1-32)

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**Session 4**  
**September 24**

**Designing an Urban Public Health Qualitative Study**
✓ Sampling Techniques used in qualitative research
✓ Review develop research questions (Session 2-3)
✓ Explore different ways of asking interview questions

✓ **Online 30:** Construct an interview guide
✓ **Assignment Due:** Apply one qualitative approach and sampling methodology

**Textbook Chapter Readings**
Creswell. (2018), Chapter 6: Introducing and Focusing the Study

**Additional Readings**

✓ Chapter 7: Qualitative Interviewing (pages 339-399)


**In Class Lab:**
Develop an interview protocol

<table>
<thead>
<tr>
<th>Session 5</th>
<th>October 1</th>
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<tbody>
<tr>
<td><strong>Case Study Approaches and Narrative Research</strong></td>
<td></td>
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<tr>
<td>✓ Discuss narrative and case study approaches</td>
<td></td>
</tr>
<tr>
<td>✓ Design a qualitative study using narrative and case study</td>
<td></td>
</tr>
</tbody>
</table>

✓ **Online 30:** View - “Honoring the stories of illness” – Dr. Rita Charon (https://www.youtube.com/watch?v=24kHX2HtU3o)
✓ **Assignment Due:** Develop an Interview Guide

**Textbook Chapter Readings**
Creswell. (2018), Chapter 5: Five Different Qualitative Studies

**Additional Readings**


<table>
<thead>
<tr>
<th>Session 6</th>
<th>October 8</th>
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<tbody>
<tr>
<td><strong>Designing a Focus Group Study</strong></td>
<td></td>
</tr>
<tr>
<td>✓ Discuss steps to carry out a focus group study</td>
<td></td>
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<tr>
<td>✓ Provide examples of focus group techniques and approaches</td>
<td></td>
</tr>
</tbody>
</table>

✓ **Online 30:** View – Moderating a focus group – Dr. Richard Krueger (https://www.youtube.com/watch?v=xjHZsEcSqwo)

**Textbook Chapter Readings**
None

**Additional Readings**


**Session 7**  
**October 15**

**Ethnography and Participant Observation**
- Understand difference and similarities between ethnography research and participant observation
- Explore ethnographic approaches and participant observation approaches
- Compare strategies for writing field notes

- **Online 30:** View – Mapping people: An ethnographic case study of IKEA shoppers (https://www.youtube.com/watch?v=yjFkUqAeUq8)
- **Assignment Due:** Conduct Interview and Reflection Paper

*Textbook Chapter Readings*
None

*Additional Readings*
- Chapter 1: Fieldnotes in Ethnographic Research


**Session 8**  
**October 22**

**Grounded Theory and Phenomenology**
- Understand when to use grounded theory and phenomenology
- Compare and contrast both approaches
- Review and critique studies in grounded theory and phenomenology
- **Online 30/Assignment Due:** Download NVivo Trial and Upload Transcript
- **Assignment Due:** Transcribe Interview

*Textbook Chapter Readings*
None

*Additional Readings*


**Session 9 October 29**

**Introduction to Qualitative Data Analysis (Part I)**

- Understand the different approaches to qualitative data analysis
- *Difference between quantitative data analysis vs. qualitative data analysis*

- Online 30: Nvivo 12 Overview
  (https://www.youtube.com/watch?v=AczCzACaLtc&list=PLNjHMRgHS4FtypYWiqfyw6lPOcABx0KBo)

- Assignment Due: Participant Observation and Field Notes

**Textbook Chapter Readings**

Creswell. (2018), Chapter 8: Data Analysis and Representation

**Additional Readings**


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**Session 10 November 5**

**Qualitative Data Analysis (Part II)**

- Become familiar with different qualitative approaches: thematic coding and categorizing, identify themes, and techniques

- Online 30: Coding with NVivo
  (https://www.youtube.com/watch?v=7v59gwQ2LUY&list=PLNjHMRgHS4Fd7g4Q1BQuQgm-gLxy97FqY&index=3)

- Assignment Due: Develop Codebook and Code the Interview

**Textbook Chapter Required Readings**

None
Additional Readings
Saldaña. (2009), Chapter 1: An Introduction to Codes and Coding

  ✓ Chapter 4. Thematic coding and categorizing


In Class Lab:
Demonstration of data analysis in Nvivo 11

Session 11  November 12
*Social Media in Urban Public Health*
  ▪ *The emergence and use of social media in qualitative research*
  ▪ *Designing qualitative research using social media data*

✓ *Online 30: View* - They are Children: How Posts on Social Media Lead to Gang Violence - Desmond Patton
  (https://www.youtube.com/watch?v=BmlvOGh7Spo)

Textbook Chapter Readings
None

Additional Readings


In Class Lab: Analyzing social media content

Session 12 November 19
Validity, Reliability and Triangulation
- Validity, reliability, rigor
- Triangulation

Textbook Chapter Readings
Creswell. (2018), Chapter 10: Standards of Validation and Evaluation

Additional Readings


Session 13 November 26
Writing Qualitative Findings
✓ Assignment Due: Final Presentation

Textbook Chapter Readings
Creswell. (2018), Chapter 9: Writing a Qualitative Study

Additional Readings


Session 14 December 3
Qualitative Methods in Global Public Health
✓ Assignment Due: Final Presentation
Textbook Chapter Readings
None

Additional Readings


Session 15 December 10
Mixed Methods

✓ Assignment Due: Final Research Proposal

Textbook Chapter Readings
None

Additional Readings
Hesse-Biber, S. (2010). Qualitative approaches to mixed methods practice. Qualitative Inquiry, 16, 455–468


Valera, P., Cook, S., Darout, R., Dumont, D. (2014). "They are not taking cigarettes from me... I'm going to smoke my cigarettes until the day I die. I don't care if I get cancer:" The smoking behaviors among men under community supervision in New York City. Nicotine & Tob Research, 6, 800-806.

Learning Management System: Canvas will be used extensively throughout the semester for course syllabus, assignments, announcements, communication and/or other course-related activities. It is the student’s responsibility to familiarize themselves with Canvas and check it regularly. If you have difficulties accessing Canvas, please inform the instructor and Canvas Support (help@canvas.rutgers.edu). Canvas is accessible at canvas.rutgers.edu.

School of Public Health Honor Code: The School of Public Health Honor Code is found in the School Catalog (sph.rutgers.edu/academics/catalog.html). Each student bears a fundamental responsibility for maintaining academic integrity and intellectual honesty in his or her graduate work. For example, all students are expected to observe the generally accepted principles of scholarly work, to submit their own rather than another’s work, to refrain from falsifying data, and to refrain from receiving and/or giving aid on examinations or other assigned work requiring independent effort. In submitting written material, the writer takes full responsibility for the work as a whole and implies that, except as properly noted by use of quotation marks, footnotes, etc., both the ideas and the works used are his or her own. In addition to maintaining personal academic integrity, each student is expected to contribute to the academic integrity of the School community by not facilitating inappropriate use of her/his own work by others and by reporting acts of academic dishonesty by others to an appropriate school authority. It should be clearly understood that plagiarism, cheating, or other forms of academic dishonesty will not be tolerated and can lead to sanctions up to and including separation from the Rutgers School of Public Health.

Students with Disabilities: Rutgers University welcomes students with disabilities into all of the University’s educational programs. In order to receive consideration for reasonable accommodations, a student must apply for Services by first completing a Registration Form with the Rutgers Office of Disability Services (ODS) at ods.rutgers.edu. The student will also be required to participate in an ODS intake interview and provide documentation. If reasonable accommodations are granted, ODS will provide you with a Letter of Accommodations which should be shared with your instructors as early in your courses as possible.

Commitment to Safe Learning Environment: The Rutgers School of Public Health is committed to helping create a safe learning environment for all students and for the School as a whole. Free expression in an academic community is essential to the mission of providing the highest caliber of education possible. The School encourages civil discourse, reasoned thought, sustained discussion, and constructive engagement. Provocative ideas respectfully presented are an expected result. An enlightened academic community, however, connects freedom with responsibility. The School encourages all students to disclose any situations where you may feel unsafe, discriminated against, or harassed. Harassment or discrimination of any kind will be not tolerated and violations may lead to disciplinary actions.

Reporting Discrimination or Harassment: If you experience any form of gender or sex-based discrimination or harassment, including sexual assault, sexual harassment, relationship violence, or stalking, know that help and support are available. You may report such incidents to the RBHS Title IX Office or to the School of Public Health’s Office of Student Affairs. Rutgers University has staff members trained to support survivors in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. If you experience any other form of discrimination or harassment, including racial, ethnic, religious, political, or academic, please report any such incidents to the School’s Office of Student Affairs. The School strongly encourages all students to report any incidents of discrimination or harassment to the School. Please be aware that all Rutgers employees (other than those designated as confidential resources such as advocates, counselors, clergy and healthcare providers as listed in Appendix A to Policy 10.3.12) are required to report information about such discrimination and harassment to the School and potentially the University. For example, if you tell a faculty or staff member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty or staff member must share that information with the RBHS Title IX Coordinator. If you wish to speak to a confidential employee who does not have this reporting responsibility, you can find a list of resources in Appendix A to University Policy 10.3.12. For more information about your options at Rutgers, please visit Rutgers Violence Prevention and Victim Assistance.

Graduate Student Computer Policy: Students are required to possess a personal laptop, no older than approximately two years, that must meet minimum requirements which may be found online at: sph.rutgers.edu/student-life/computer-support.html
Policy Concerning Use of Recording Devices and Other Electronic Communications Systems: When personally owned communication/recording devices are used by students to record lectures and/or classroom lessons, such use must be authorized by the faculty member or instructor who must give either oral or written permission prior to the start of the semester and identify restrictions, if any, on the use of mobile communications or recording devices.

Policy Concerning Use of Turnitin: Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com (directly or via learning management system, i.e. Canvas) for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site. Students who do not agree should contact the course instructor immediately.

Withdrawal/Refund Schedule: Students who stop attending their course(s) without submitting a completed Add/Drop Course form will receive a failing grade. Furthermore, students dropping to zero credits for the semester are considered withdrawn and must submit a completed Leave of Absence form from the School of Public Health’s Office of Student Affairs. The School of Public Health refunds tuition only. Administrative and technology fees are non-refundable. You may find the Withdrawal/Refund Schedule on the School of Public Health website at: sph.rutgers.edu/academics/academic-calendar.html