

# Qualitative Research Methods

## ITB 6101

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### Course Description

As cultural critics, scholars, intellectuals, students and teachers, we continually engage with the production of knowledge. Within this endless process of “making,” the question of “how do we do what we do?” is often forgotten, ignored, or feared especially in media and cultural analysis. Methodology and research methods are the crucial parts of scholarly work. This course is designed to find answers to the question of “how do we produce knowledge?” In this course we study issues and practices of qualitative methods in social and cultural studies at both theoretical and empirical levels. The aim of this course is to help students to develop an understanding of a variety of research methods used in media and cultural studies. Students will be guided by the readings and seminar discussions to choose, articulate and apply methodologies for their research projects.

### Format and Requirements:

This course will be conducted as a workshop. Throughout the semester, we will cover a broad range of methodological approaches and each week we will discuss a methodology together with its theoretical basis and practical outcomes.

*Discussion questions* (%30): For each week, you will write two or three discussion questions to be discussed in class. The questions should combine all the readings assigned for that week. Please send your questions in word document at least two hours before the class via email.

*Participant Observation* (%20): You will conduct participant observation in any location you choose (e.g. a mosque, a school, a dance club, a shopping mall). You will give a small oral essay (approximately 5-10 minutes) in class based on your participant observation experience.

*Final Project* (%50): Final project can either be the methodological chapter of your graduate work or a research paper on a topic of your choice. It should be about 10 pages long.

## Course Schedule

### Week 1

Introduction

Discussing the course material, objectives and requirements. Having a sense of each student's interests and their research topics.

### Week 2

The Hermeneutic Tradition and the Social Sciences

**W** (58-73), **Y** (128-170)

### Week 3

The Relevance of Cultural Studies: History, Theory & Method

**W** (151-166), **M** (395-409), **R** (69-82), **G2** (131-150), **H1**, **H2** (261-274)

### Week 4

Questions of Truth, Ethics and the Sokal Affair

**X** (11-45), **V**, **J**, **T** (245-248)

### Week 5

Ethnography: Objectivity & Validity: The Mead Affair

**U** (11-36), **F2** (book), **B** (book)

*Margaret Mead and Samoa* (1988) [Documentary]

### Week 6

Ethnography: Participant Observation & Interviews

**U** (39-73), **P1** (17-31), **N** (35-52), **F2** (book), **B** (book)

Example: Ex3

### Week 7

Ethnography: Issues of Reflexivity, Positionality and Autobiography

**I**, **S**, **D** (207-221), **A**, **U** (74-96), **O**, **F2** (book), **B** (book)

Examples: Ex4, O

### Week 8

Discourse & Discourse Analysis I

**C** (1-85), **U** (97-114), **K** (1-95)

Example: Ex7 (49-82)

### Week 9

Discourse & Discourse Analysis II

**C** (86-177), **U** (115-152), **K** (96-212)

Example: Ex1

### Week 10

Historical Analysis: Cultural History & Oral History

**L** (175-192), **P2** (193-213)

Example: Ex5

**Week 11**

The 'Big Picture': Political Economy & The Global Context

**U** (153-197), **E** (492-503), **G1**

Example: Ex6 (151-158)

**Week 12**

Researching the Audience: Reception and Beyond

**F1** (22-37), **Q** (175-200)

Example: Ex2

**Week 13**

Discussion

Literature Review & Research Proposal

**Week 14**

Discussion

Choosing, articulating and applying multiple methodologies

Focusing on individual term papers

**Week 15**

General Discussion and Evaluation

Focusing on individual term papers

## Reading List:

- A** Leon Anderson, "Analytic Autoethnography", *Journal of Contemporary Ethnography* 35(4), 2006, 373-395.
- B** Paul Atkinson & Martyn Hammersley, *Ethnography: Principles in Practice*, 3<sup>rd</sup> edition. London: Routledge, 2007.
- C** Chris Barker & Dariusz Galasinski, *Cultural Studies and Discourse Analysis: A Dialogue on Language and Identity*. London: Sage, 2001.
- D** Heewon Chang, "Autoethnography: Raising Cultural Consciousness of Self and Others" in *Methodological Developments in Ethnography (Studies in Educational Ethnography, Volume 12)* (Geoffrey Walford, ed.) Emerald Group Publishing Limited, 2007, 207 – 221.
- E** Nicholas Garnham, "Political Economy and Cultural Studies" in *The Cultural Studies Reader* 2nd edition (Simon During, ed.) London: Routledge, 1999, 492-503.
- F1** Ann Gray, "Audience and Reception Research in Retrospect: The Trouble with Audiences" in *Rethinking Media Audience* (P. Alasuutari, ed.) London: Sage, 1999, 22-37.
- F2** Ann Gray, *Research Practice for Cultural Studies: Ethnographic Methods & Lived Cultures*. London: Sage, 2003.
- G1** Lawrence Grossberg, "Cultural Studies vs. Political Economy: Is Anybody Else Bored with this Debate?", *Critical Studies in Mass Communication*, 12(1), 1995, 72-81.
- G2** Lawrence Grossberg, "On Postmodernism and Articulation: An Interview with Stuart Hall" in *Stuart Hall: Critical Dialogues in Cultural Studies* (D. Morley and K. Chen, eds.) London: Routledge, 1996, 131-150.
- H1** Stuart Hall, "Cultural Studies: Two Paradigms" *Media, Culture & Society* 2(57), 1980, 57-72.
- H2** Stuart Hall, "Cultural Studies and Its Theoretical Legacies" in *Stuart Hall: Critical Dialogues in Cultural Studies* (D. Morley and K. Chen, eds.) London: Routledge, 1996, 261-274.
- I** Kathryn Haynes, "Linking Narrative and Identity Construction: Using Autobiography in Accounting Research", *Critical Perspectives on Accounting* 17, 2006, 399–418.
- J** Stephen Hilgartner, "The Sokal Affair in Context", *Science, Technology and Human Values* 22(4), 1997, 506-522.

**K** Marianne Jørgensen and Louise Phillips, *Discourse Analysis Theory and Method*. London: Sage, 2002.

**L** Emily Keightley, "Engaging with Memory" in *Research Methods for Cultural Studies*, Michael Pickering, ed. Edinburgh: Edinburgh University Press, 2008, 175-192.

**M** Douglas Kellner, "Cultural Studies and Social Theory: A Critical Intervention" in *Handbook of Social Theory* (George Ritzer & Barry Smart, eds.) London: Sage, 2003, 395-409.

**N** Steph Lawler, "Stories and the Social World" in *Research Methods for Cultural Studies* (Michael Pickering, ed.) Edinburgh: Edinburgh University Press, 2008, 32-52.

**O** Robyn Longhurst, "Becoming Smaller: Autobiographical Spaces of Weight Loss" *Antipode*, 4 (3), 2012, 871-888.

**P1** Michael Pickering, "Experience and the Social World" in *Research Methods for Cultural Studies* (Michael Pickering, ed.) Edinburgh: Edinburgh University Press, 2008, 17-31.

**P2** Michael Pickering, "Engaging with History" in *Research Methods for Cultural Studies* (Michael Pickering, ed.) Edinburgh: Edinburgh University Press, 2008, 193-213.

**Q** Andrea Press & Sonic Livingstone "Taking Audience Research into the Age of New Media: Old Problems and New Challenges" in *Question of Method in Cultural Studies* (M. White & J. Schwoch, eds.) Malden, MA: Blackwell, 2006, 175-200.

**R** Chris Rojek, "Stuart Hall and the Birmingham School" in *Cultural Theory: Classical & Contemporary Positions* (Tim Edwards, ed.) London: Sage, 2007, 69- 82.

**S** Gillian Rose, "Situating Knowledges: Positionality, Reflexivities and Other Tactics" *Progress in Human Geography*, 21 (3), 1997, 305-320.

**T** Andrew Ross, "Reflections on the Sokal Affair" in *The Sokal Hoax*. Lincoln: University of Nebraska, 2000, 245-248.

**U** Paula Saukko, *Doing Research in Cultural Studies: Introducing Qualitative Methods*. London: Sage, 2003.

**V** Jennifer Darly Slack & M. Mehdi Semati, "Intellectual and Political Hygiene: The Sokal Affair", *Critical Studies in Mass Communication* 14 (3), 1997, 201-227.

**W** Philip Smith, *Cultural Theory: An Introduction*. Oxford: Blackwell, 2001.

**X** Alan Sokal, "Transgressing the Boundaries: Toward a Transformative Hermeneutics of Quantum Gravity" in *The Sokal Hoax*. Lincoln: University of Nebraska, 2000, 11-45.

**Y** Alan Swingewood, *A Short History of Sociological Thought* (second edition). London: Macmillan, 1991.

### **Examples:**

**Ex1** Ayça Alemdaroğlu, "Politics of the Body and Eugenic Discourse in Early Republican Turkey", *Body and Space*, 11(3), 2005, 61-76.

**Ex2** Ien Ang, "Dallas and the Ideology of Mass Culture" in *The Cultural Studies Reader* 1st edition (Simon During, ed.) London: Routledge, 1994, 403-420.

**Ex3** Andy Bennett, "Rappin' on the Tyne: White Hip Hop Culture in Northeast England – an Ethnographic Study". *The Sociological Review*, 47, 1999, 1–24.

**Ex4** Billur Dokur, "Culinary Tourism and the Making of a 'Modern' Town: The Interweaving of Food, Gender and Identity in Cittaslow Seferihisar." Unpublished Ph.D. dissertation, Open University, London, 2012.

**Ex5** Leyla Neyzi, "Remembering Smyrna/Izmir: Shared History, Shared Trauma", *History & Memory* 20 (2), Fall/Winter 2008, 106-127.

**Ex6** Paul Smith, "Tommy Hilfiger in the Age of Mass Customization" in *Popular Culture: A Reader* (Raiford Guins and Omayra Zaragoza Cruz, eds.) London: Sage, 2005, 151-158.

**Ex7** Akin Ünver, "Ideology, Political Agenda and Conflict: A Comparison of American, European and Turkish Legislatures' Discourses on Kurdish Question", *All Azimuth: A Journal of Foreign Policy and Peace* 6 (1), January 2017, 49-82.