

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	<b>Metode kvalitativne analize</b>
<b>Course title:</b>	<b>Qualitative Research Methods</b>

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Medijska produkcija / Media production	Program nima smeri / Program has a single course	-	-

**Vrsta predmeta / Course type** izbirni / optional

**Univerzitetna koda predmeta / University course code:** VISIZB11

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija / Other forms of Study	Samost. delo Individ. work	ECTS
20	20	20	0		120	6

**Nosilec predmeta / Lecturer:** Red. prof. dr. Borut Rončević /Borut Rončević, Ph.D., Professor

**Jeziki / Predavanja / Lectures:** Slovenščina, angleščina / Slovene, English  
**Languages: Vaje / Tutorial:** Slovenščina, angleščina / Slovene, English

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

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**Prerequisites:**

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**Vsebina:**

- Uvod v teoretične in konceptualne perspektive kvalitativnega raziskovanja: Relevantna poglavja iz filozofije znanosti in izbrana epistemološka vprašanja; vrednote in etika v kvalitativnem raziskovalnem procesu;
- Spoznavanje nekaterih osnovnih metod in tehnik kvalitativnega raziskovanja: strukturirani in polstrukturirani intervjuji, opazovanje z in brez udeležbe, analiza vsebine, biografske metode, akcijsko in evalvacijsko raziskovanje; ostale metode so predstavljene informativno;
- Študije primera (case studies)
- Primerjalno raziskovanje in kvalitativna metodologija.

**Content (Syllabus outline):**

- Theoretical and conceptual perspectives of qualitative research: Selected topics from science philosophy; chosen epistemological issues; values and ethics in qualitative research;
- Basic research methods and techniques in qualitative research: structured interviews; semi-structured interviews; participant observation; non-participant observation; content analysis; biographical methods; action and evaluation research;
- Case studies;
- Comparative research and Qualitative methodology.

## Temeljni literatura in viri / Readings:

- Silverman, D. (2004): Qualitative research: theory, method and practice. 2nd edition. London: Sage.
- Hollway, W. in Jefferson, T. (2004): Doing Qualitative Research Differently: Free Association, Narrative and the Interview Method. London: Sage.
- Alasuutari, P. (1995): Researching Culture. Qualitative Method and Cultural Studies. Sage Publication, London.

## Cilji in kompetence:

- Poznavanje in razumevanje družbenih procesov;
- obvladovanje tehnik, metod in postopkov, ki so relevantne za uspešno poklicno delo;
- razvoj kritične in samokritične presoje;
- sposobnost fleksibilne uporabe znanja v praksi;
- razvoj veščin in spretnosti pri uporabi znanja na področju medijev in medijske produkcije s pomočjo reševanja konkretnih problemov;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost interpretacije v kontekstu družboslovja;
- sposobnost za reševanje konkretnih problemov s področja medijev in medijske produkcije z uporabo ustreznih metod, tehnik in postopkov;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju z vestnim spoštovanjem načela resnicoljubnosti, svobode, odgovornosti, odprtosti, strpnosti, pluralizma, ustvarjalnosti, izvirnosti, uravnoveženosti, pravičnosti, poštenosti.

## Objectives and competences:

- Understanding of cultural and social processes;
- Mastering of techniques, method and procedures that are relevant for successful professional work;
- Development of critical and self-critical assessment;
- Ability of flexible use of knowledge in practice;
- Importance of quality and striving for quality professional work through autonomy, (self-) critical approach, (self-) reflexivity and (self-) evaluation of the professional work;
- Ability to solve concrete social and work problems using social scientific methods and procedures;
- Ability to obtain, select, evaluate and place new information and its interpretation in the context of social sciences;
- Ability to resolve problems in the field of media with the use of relevant methods, techniques and procedures;
- ethical reflection and commitment to professional ethics in the social environment by respecting the principles of truthfulness, freedom, pluralism, openness, tolerance, justice and fairness.

## Predvideni študijski rezultati:

Študent/študentka:

- v povezavi z drugimi predmeti pozna in razume relevantna poglavja iz filozofije znanosti in epistemologije in v povezavi z drugimi predmeti;
- zavzame stališče do ključnih etičnih vprašanj v kvalitativnem raziskovalnem procesu in kritično vrednoti konkreten primer;
- reflektira in kritično ovrednoti strokovnost in etičnost uporabljenih kvalitativnih metod;
- pozna uporablja osnovne metode in tehnike kvalitativnega raziskovanja;

## Intended learning outcomes:

Student:

- In connection with other subjects knows and understands the relevant topics in philosophy of science and epistemology;
- Takes a position on key ethical issues in the research process, and critically evaluates a concrete example;
- Reflects on and critically evaluates the professionalism, and respects the ethics in qualitative research;
- Knows and uses the basic methods and techniques

- izvede študijo primera in primerjalno študijo primera;
- kvantificira kvalitativne podatke za kvantitativno analizo;
- uporablja osnovno programsko opremo za kvalitativno in mešano analizo,
- reflektira in kritično ovrednoti primernost določene raziskovalne metode za analizo konkretnega problema.

- of qualitative research;
- Carries out a case study and comparative case study;
  - Quantifies qualitative data for quantitative analysis;
  - Uses the basic software for qualitative and mixed data analysis;
  - Reflects on and critically evaluates the appropriateness of certain research methods for the analysis of a concrete problem.

**Metode poučevanja in učenja:**

**Learning and teaching methods:**

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- Seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre);
- Eksperimentalne vaje, ki temeljijo na izkušnjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, igra vlog, sodelovalno učenje, portfolijo, evalvacija, samoocenjevanje);
- Individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj).

- Lectures with the active participation of students (materials, discussions, questions, examples, problem solving);
- Tutorial in conjunction with practice (reflection experience, project work, team work, critical thinking, discussion, feedback, social games, excursion);
- Experiments based on experiential, collaborative and problem-based learning (self-directed learning, discussion, explanation, observation, teamwork, case study methods of critical reading and writing, role playing, cooperative learning, portfolio, evaluation, self-assessment);
- Individual and group consultations (interviews, additional explanation, specific questions).

**Načini ocenjevanja:**

**Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt)	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
<ul style="list-style-type: none"> <li>• Pisni/ustni izpit - 40% ocene.</li> <li>• Empirična seminarska naloga s poročili seminarskega dela in eksperimentalnih vaj ter predstavitev naloge 60%.</li> </ul> Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		<ul style="list-style-type: none"> <li>• Written / oral examination - 40% of the grade.</li> <li>• Empirical seminar paper including reports on seminar work and paper presentation - 60% of the grade.</li> </ul> Grading is in accordance with the Faculty's evaluation Ordinance

**Reference nosilca / Lecturer's references:**

RONČEVIĆ, Borut, DAMIJ, Nadja. Steering innovation and change in complex societies. Innovative issues

and approaches in social sciences, ISSN 1855-0541, sep. 2011, vol. 4, no. 3, str. 5-25.

<http://www.iias.com/pdf/IIASS-Volume4-Number3-2011.pdf>. [COBISS.SI-ID 1024408641]

MAKAROVIČ, Matej, ŠUŠTERŠIČ, Janez, RONČEVIČ, Borut. Is Europe 2020 Set to Fail? : the cultural political economy of the EU grand strategies. European planning studies, ISSN 0965-4313, 2014, vol. 22, iss. 3, str. 610-626, doi: 10.1080/09654313.2013.782387. [COBISS.SI-ID 1024575041]

RONČEVIČ, Borut, MAKAROVIČ, Matej. Societal steering in theoretical perspective : social becoming as an analytical solution. Polish Sociological Review, ISSN 1231-1413, 2011, vol. 176, no. 4, str. 461-472. [COBISS.SI-ID 1024337217]

RONČEVIČ, Borut, MAKAROVIČ, Matej. Towards the strategies of modern societies : systems and social processes. Innovation, ISSN 1351-1610, Sep. 2010, vol. 23, no. 3, str. 223-239. [COBISS.SI-ID 1024247361]

Bibliografija: <http://www.sicris.si/search/rsr.aspx?lang=slv&id=12025>