

SM6354: QUALITATIVE METHODS IN MEDIA AND TECHNOLOGY

Effective Term

Semester A 2026/27

Part I Course Overview

Course Title

Qualitative Methods in Media and Technology

Subject Code

SM - School of Creative Media

Course Number

6354

Academic Unit

School of Creative Media (SM)

College/School

School of Creative Media (SM)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The course is structured into understanding and practice of various methodologies in understanding people and what they create, with one continually evolving digital ethnographic approach-based collaborative project for putting these methods into practice and writing into clear and empirical insights. The collaborative project makes use of interviews, qualitative coding analysis, content analysis, surveys, and other methods from class that is learned first-hand, developing into rigorous foundation for potential future work applying these methodologies to scale. Weekly readings focus on different methodologies and what type of information are provided by them, as well as their limitations and potential shortcomings. After this course, students are expected to clearly understand the practices of the qualitative methodologies as well as their limitations in use. These considerations on methods and the writing involved to demonstrate their proper application will be broadly applicable to social science research in digital ethnography and social media.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 app.)		DEC-A2	DEC-A3
1	Critically analyze issues and ideas in technology-mediated interactions and Media and Communication		x		
2	Recognize how advances in science, humanities, and social sciences have enabled new workflows and adaptations			x	
3	Conduct research across multiple and diverse platforms or interviews with people and the content they create			x	x
4	Interact directly populations of interest in social media and other platforms			x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures and discussion	Multimedia Lectures, demonstrations, and class discussion	1, 2	
2	Readings and Research	A mix of video, online games, historical theory, online database searches	1, 2, 3	
3	Field Research	Collaborative work with interviews and content analyses	3, 4	

4	Collaborative Activity	In-class activity to establish methodologies for qualitative analysis	1, 4	
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Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks	Allow Use of GenAI?
1	Midterm Paper	1, 2, 4	25	-	Yes
2	Weekly Update Presentations	2, 3, 4	10	-	Yes
3	Weekly Group Updates online	4	15	-	Yes
4	Final Paper and Presentation	1, 2, 4	50	-	Yes

Continuous Assessment (%)

100

Examination (%)

0

Minimum Continuous Assessment Passing Requirement (%)

0

Minimum Examination Passing Requirement (%)

0

Assessment Rubrics (AR)**Assessment Task**

Midterm Paper (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Presentation of preliminary paper, study plan, and preliminary findings.

Excellent

(A+, A, A-)

- Exceptional abstract, introduction, background, and methods.

Good

(B+, B, B-)

- Excellent abstract, introduction, background, and methods.

Fair

(C+, C, C-)

- Satisfactory abstract, introduction, background, and methods.

Marginal

(D)

- Below average abstract, introduction, background, and methods.

Failure

(F)

- Failed abstract, introduction, background, and methods.

Assessment Task

Weekly Topic Presentations (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Present a paper of your choice in class, showing involvement, rigor, and understanding.

Excellent

(A+, A, A-)

- Excellent involvement, rigor, and understanding.

Good

(B+, B, B-)

- Good involvement, rigor, and understanding.

Fair

(C+, C, C-)

- Satisfactory involvement, rigor, and understanding.

Marginal

(D)

- Loose involvement, rigor, and understanding.

Failure

(F)

- Poor involvement, rigor, and understanding.

Assessment Task

Weekly Group Updates (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Update their project on webpage for weekly involvement.

Excellent

(A+, A, A-)

- Comprehensive update of weekly activities of research.

Good

(B+, B, B-)

- Adequate update of weekly activities of research.

Fair

(C+, C, C-)

- Average update of weekly activities of research.

Marginal

(D)

- Weak update of weekly activities of research.

Failure

(F)

- Inadequate update of weekly activities of research.

Assessment Task

Final Paper (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Command of language, References are academic and sufficient, Well motivated arguments, Show testing results in understandable graphical manner, Show insight in discussion of the results .

Excellent

(A+, A, A-)

Excellent command of language, academic and sufficient references, well motivated arguments, testing results are understandable in graphical manner, insight in discussion of the results .

Good

(B+, B, B-)

Good command of language, academic and sufficient references, well motivated arguments, testing results are understandable in graphical manner, insight in discussion of the results .

Fair

(C+, C, C-)

Fair command of language, academic and sufficient references, well motivated arguments, testing results are understandable in graphical manner, insight in discussion of the results .

Marginal

(D)

Below average command of language, academic and sufficient references, well motivated arguments, testing results are understandable in graphical manner, insight in discussion of the results .

Failure

(F)

Low command of language, academic and sufficient references, well motivated arguments, testing results are understandable in graphical manner, insight in discussion of the results .

Assessment Task

Midterm Paper (for students admitted from Semester A 2022/23 to Summer 2024)

Criterion

Presentation of preliminary paper, study plan, and preliminary findings

Excellent

(A+, A, A-)

- Exceptional abstract, introduction, background, and methods.

Good

(B+, B)

- Excellent abstract, introduction, background, and methods

Marginal

(B-, C+, C)

- Adequate abstract, introduction, background, and methods.

Failure

(F)

- Failed abstract, introduction, background, and methods.

Assessment Task

Weekly Topic Presentations (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Present a paper of your choice in class, showing involvement, rigor, and understanding.

Excellent

(A+, A, A-)

- Excellent involvement, rigor, and understanding

Good

(B+, B)

- Good involvement, rigor, and understanding.

Marginal

(B-, C+, C)

- Adequate involvement, rigor, and understanding.

Failure

(F)

- Poor involvement, rigor, and understanding.

Assessment Task

Weekly Group Updates (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Update their project on webpage for weekly involvement.

Excellent

(A+, A, A-)

- Comprehensive update of weekly activities of research

Good

(B+, B)

- Adequate update of weekly activities of research.

Marginal

(B-, C+, C)

- Average update of weekly activities of research.

Failure

(F)

- Inadequate update of weekly activities of research.

Assessment Task

Final Paper (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Command of language, References are academic and sufficient, Well motivated arguments, Show testing results in understandable graphical manner, Show insight in discussion of the results .

Excellent

(A+, A, A-)

- Excellent command of language, academic and sufficient references, well motivated arguments, testing results are understandable in graphical manner, insight in discussion of the results .

Good

(B+, B)

- Good command of language, academic and sufficient references, well motivated arguments, testing results are understandable in graphical manner, insight in discussion of the results .

Marginal

(B-, C+, C)

- Fair command of language, academic and sufficient references, well motivated arguments, testing results are understandable in graphical manner, insight in discussion of the results .

Failure

(F)

- Low command of language, academic and sufficient references, well motivated arguments, testing results are understandable in graphical manner, insight in discussion of the results .

Additional Information for AR

Saldaña, J. (2009). The coding manual for qualitative researchers. Sage Publications Ltd.

Creswell, J. W., & Creswell, J. D. (2023). Research design: Qualitative, quantitative, and mixed methods approaches (6th ed.). Sage Publications.

Part III Other Information

Keyword Syllabus

Art+Tech, qualitative research, social media, CSCW, research methods.

Reading List

Compulsory Readings

Title	
1	Creswell, J. W., & Creswell, J. D. (2023). Research design: Qualitative, quantitative, and mixed methods approaches (6th ed.). Sage Publications.
2	Saldaña, J. (2009). The Coding Manual for Qualitative Researchers. Sage Publications.

Additional Readings

Title	
1	Vertesi J, Ribes, D. (2019) DigitalSTS: A Field Guide for Science & Technology Studies. Princeton University Press.
2	Pink S, Horst, H, Postill, J, Hjorth, L, Lewis, T, Tacchi, J. (2016) Digital Ethnography: Principles and Practice. Sage Publications.