| **Georgetown University, BLS** **BLHV 1039 Research Methods for the Real World****Spring 2024** |
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**Credits:** 3

**Dates:** Wednesday, January 10 - Saturday, May 11, 2024

**Location**: Georgetown University School of Continuing Studies (SCS) utilizes the Coursera platform for this course. As an online course, all course content will be provided and exchanged on the Coursera platform.

**Instructor:** Professor Kristen Hodge-Clark, Ph.D.

**Contact Information:** bls-support@georgetown.edu

*Note: This mailbox is monitored on a frequent and ongoing basis. Please use this email address for all technology and course-related questions, and your inquiry will be directed to the appropriate person.*

**Office Hours:** Please reach out to your instructor to set up an appointment.

| **Course Description**   |
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Understanding the world around us often requires the use of research. From evaluating programs to surveying customers, there are a host of applications for research in our everyday lives and careers. This course is designed to provide students with an overview of the knowledge base, traditions, theories, and tools of quantitative, qualitative, and mixed-methods research used in various fields, including program evaluation, business, education, and healthcare. The course starts with a basic review and discussion of different industries that use research for various purposes, followed by several core modules in each methodology and the ethical factors to consider when conducting research. Students will complete interactive exercises throughout to gain experience in applying different research methodologies in different contexts while they prepare to design a research project of their own in an area of interest to them.

Please note: The materials provided or made available to students enrolled in this course, including documents, images, audio, and video materials made available to you, are protected by copyright law. You may use those copyrighted materials only in connection with your work in the course. Any other use of those materials, including any further copying, distribution, or dissemination of the materials, is prohibited by law.

| **Course Learning Objectives**  |
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By the end of the course, you will be able to:

1. Recognize the different types of research and describe how they are used.
2. Apply the strategies and theoretical concepts of quantitative, qualitative, and mixed methods research methodologies.
3. Interpret and compute various descriptive statistics; explain the limitations of statistics, its methods, and its application to real-world problems.
4. Analyze and interpret qualitative data generated from various forms of data collection.
5. Describe and apply the fundamentals of survey design and analysis.
6. Evaluate the advantages and disadvantages of each research approach and select the most appropriate research approach to apply in different contexts.
7. Analyze practical problems researchers face and identify solutions and alternatives.
8. Consider social and cultural contexts when conducting research.
9. Address the ethical considerations when conducting research.
10. Apply knowledge gained to develop a small research project.

| **Required Materials for Purchase** |
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All course materials are available online on your course site.

| **Overview of Course Structure** |
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This course consists of 12 modules plus the orientation module which are taken over a 15-week term. Each module length is either one week or multiple weeks as designated in this syllabus.

| **Assignments** |
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Your course grade will be based on your completion of the following activities and assignments. You will read full details about each of them in the Coursera course. Each assignment category will be weighted according to the percentages below.

| **Activities** | **% of Grade** |
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| **Quizzes (3)**Quizzes will be a brief series of questions to test your comprehension of the course content for a segment of modules or specific topics.  | **10%** |
| **Discussions (6)** Discussion will be written posts to analyze or reflect on the course content for a particular module. Discussions will also include a component where students also comment on their peer’s posts in order to build interaction among classmates and provide additional opportunities for learning.  | **30%** |
| **Individual Assignments (4)**Individual assignments will include short papers on specific topics related to course content and/or each student’s final research project. | **30%** |
| **Final Project (1)** The final project will be a formal research proposal that will include each of the individual assignments the students have developed over the course of the semester and additional dimensions. Students will also be required to create a short video to present their proposal.  | **30%** |
| **TOTAL** | **100%** |

#### **Submission Policy**

Submit all assignments to the Coursera course site. **Assignments submitted through email are not acceptable** and will be considered missing/and or late. Please also retain a personal copy of all assignments submitted until the end of this course is complete and you’ve received your final grade.

#### **Late Work Policy**

Students are expected to submit their assignments by the time on the date indicated on Coursera and the syllabus. Please contact the instructor at least 3 business days in advance if you know that you are going to be late or miss an assignment due date. The instructor will review late submission requests and circumstances on a case-by-case basis and will make a determination if an extension is warranted. Prior notice will provide time for discussing and identifying an alternative due date (if the extension is warranted). If the extension is granted, the instructor can deduct up to 10% of the grade of the assignments submitted late and limit the extension to a maximum of 7 days. If an assignment that has been given an extension is not handed in by the time the allotted extension time has elapsed, it will receive a zero.

**Statement on Artificial Intelligence (AI) Use**

You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it should be cited like any other reference material. Failure to do so constitutes a violation of academic integrity. Instances of suspected plagiarism or other forms of academic dishonesty will be dealt with under the Georgetown Honor Code.

Additionally, students should note that the material generated by these programs may be inaccurate, incomplete, or otherwise unreliable. Students should be aware that the misuse of AI may also stifle independent thinking and creativity, as well as limit their capacity to learn independently in this course. Please engage with these resources responsibly, and with integrity.

#### **Instructor Feedback/Turnaround**

If you have a concern and send me a message, you can expect a response to your email within 3 business days. Please allow 4-7 business days for assessment submission feedback.

| **Grading** |
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Each type of assignment has a detailed grading rubric that you will reference as you complete your assignments. I will grade all of your work using these rubrics.

A: 92.5% to 100%

A-: 89.5% to 92.4%

B+: 86.5% to 89.4%

B: 82.5% to 86.4%

B-: 79.5% to 82.4%

C+: 76.5% to 79.4%

C: 72.5% to 76.4%

C-: 69.5% to 72.4%

D+: 66.5% to 69.4%

D: 62.5% to 66.4%

F: 62.4% and below

| **Time Commitment** |
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Online courses meet the same academic standards as on-campus courses. Each week is equal to the same level of participation, commitment, and academic rigor as a face-to-face class. For a 15-week, 3-credit course, you should allocate *6-10 hours per week*. For a 13-week, 3-credit course, you should allocate *8-12 hours per week*.

| Weekly Schedule  |
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Our module weeks are organized on a schedule of Wednesday through the following Tuesday. All assignments are due by the Tuesday on the last day of the module week of the week at 11:59 PMT US Eastern Time, unless otherise stated. **Initial postings for all discussions are due by Friday of the module week 11:59 PM US Eastern Time.**

| Date | Module | Assignments and Activities |
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| **Week 1****01/10-01/16** | Module 1: What is Research?  | * Video Discussion - Introductions
* Honor Pledge
* Live Session: Thursday, January 11, 2024 10:00 am to 11:00 am ET “Welcome”
 |
| **Week 2****01/17-01/23** | Module 1: What is Research? (continued)  | * Lectures
* Online Readings
* Discussion #1 - What is Research?
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| **Week 3****01/24-01/30** | Module 2: Why Conduct Research and Where is it Used in our Everyday Lives? | * Lectures
* Online Readings
* Quiz #1
 |
| **Week 4****01/31-02/06** | Module 3: Ethics in Research | * Lectures
* Online Readings
* Discussion #2 - Ethical Violations
* Live session: Friday, February 2, 2024 11:30 am to 12:30 pm ET “Picking your Research Topic”
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| **Week 5****02/07-02/13** | Module 4: How to Conduct Research? | * Lectures
* Online Readings
* Assignment #1 - Your Research Project Topic
 |
| **Week 6****02/14-02/20** | Module 5: Qualitative Part I | * Lectures
* Online Readings
* Discussion #3 - Which Qualitative Design and Why?
 |
| **Week 7****02/21-02/27** | Module 6: Qualitative Part II | * Lectures
* Online Readings
* Quiz #2
 |
| **03/02-03/10** | Spring Break |  |
| **Week 8****02/28-03/12** | Module 7: Quantitative Part I | * Lectures
* Online Readings
* Discussion #4 - Benefits and Harms of Data
 |
| **Week 9****03/13-03/19** | Module 8: Quantitative Part II | * Lectures
* Online Readings
* Quiz #3
* Assignment #2 - Measures of Central Tendency
 |
| **Week 10****03/20-03/26** | Module 9: Mixed Methods | * Lectures
* Online Readings
* Discussion #5 - Sample Mixed Methods Research
 |
| **03/28-04/01** | Easter Break |  |
| **Week 11****03/27-04/09** | Module 10: Choosing Your Design: Real-World Considerations | * Lectures
* Online Readings
* Assignment #3 - Research Design Rationale
* Live Session: Wednesday, March 27, 2024 3:30 pm to 4:30 pm ET “Picking your Research Design”
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| **Week 12****04/10-04/16** | Module 11: Survey Design Part I | * Lectures
* Online Readings
* Discussion #6 - Survey Review
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| **Week 13****04/17-04/23** | Module 12: Survey Design Part II | * Lectures
* Online Readings
* Assignment #4 - Survey Design
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| **Weeks 14-15****04/24-04/30** | Module 13: Final Research Project | * Live Session: Wednesday, April 24, 2024 3:30 pm to 4:30 pm ET “Final Research Proposal: Question Session”
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| **Week 16****05/01-05/11** | Module 13: Final Research Project (Continued) | * Final Research Project - Proposal and Video Presentation
* Course Evaluation
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| **Course Policies** |
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The course will follow SCS Course Policies in the following areas:

Attendance Policy

Citation Policy

Communication Policies

The Honor Pledge

Netiquette And Classroom Guidelines

Incomplete and Withdrawal Policies

Accommodation Policy

Technical Requirements

Student Support and Help

You can review these policies and other student resources in the Orientation Course.