

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Metode kvalitativne analize
Course title: Qualitative Methodology

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Strateško komuniciranje, druga stopnja	Program nima smeri	1.	1.
Strategic Communication, second level	The programme has no field	1st	1st

Vrsta predmeta / Course type

Obvezni / Compulsory

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	-	20	-	-	110	5

Nosilec predmeta / Lecturer:

prof. dr. Borut Rončević, doc. dr. Urša Lamut / Prof. Borut Rončević, PhD, Assist. Prof. Urša Lamut, PhD

**Jeziki /
Languages:**

**Predavanja /
Lectures:** slovenski, angleški / Slovenian, English

Vaje / Tutorial: slovenski, angleški / Slovenian, English

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

Poznavanje osnov znanstvenega raziskovanja, ki jih študent pridobi v okviru študija na prvi (bolonjski) stopnji.

Prerequisites:

Knowledge of the basic concepts of scientific research acquired by the student in the course of study at the first (Bologna) level.

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):

- Introduction to theoretical and conceptual perspectives of qualitative research: Relevant chapters in philosophy of science and selected epistemological issues; values and ethics in the qualitative research process
- Knowledge of some basic methods and techniques of qualitative research: structured and semi-structured interviews, observation with and without participation, content analysis, biographical methods, action and evaluation research; other methods are presented for information
- Case studies
- Comparative research and qualitative methodology

Temeljni literatura in viri / Readings:

Sharan B. Merriam in Elizabeth J. Tisdell. 2015. *Qualitative Research: A Guide to Design and Implementation*, 4th Edition. John Wiley & Sons.

David Silverman (ur.). 2016. *Qualitative Research*. London: SAGE.

Steven J. Taylor, Robert Bogdan, Marjorie DeVault. 2015. *Introduction to Qualitative Research Methods: A Guidebook and Resource*. New Jersey: John Wiley & Sons.

Bryman, Allen. 2012. *Social Research Methods*. 4th edition. Oxford and New York: Oxford University Press.

Gilbert, Nigel. 2012. *Researching Social Life*. 3rd edition. London: Sage.

Friese, Susanne. 2012. *Qualitative Data Analysis with ATLAS.ti*. Los Angeles etc.: Sage.

Lamut, Urša in Mirna Macur. 2012. *Metodologija družboslovnega raziskovanja: od zasnove do izvedbe*. Ljubljana: Vega.

Sproti (letno) določeni dodatni viri in materiali. / Extra sources and materials to be determined annually.

Cilji in kompetence:

Cilji:

Študenti se naučijo obvladanja raziskovalnih metod, postopkov in procesov na področju družbenih ved in razvijejo sposobnost kritične in samokritične presoje ter fleksibilne uporabe znanja v praksi. Znotraj predmeta študenti spoznajo in razumejo utemeljitev in zgodovino razvoja temeljnih družboslovnih disciplin (stroke) in sicer s področja sociologije, političnih ved, komunikologije, ekonomije in menedžmenta, družboslovne informatike, pravoznanstva, družboslovne statistike in kvalitativnih metod.

Splošne kompetence:

- sposobnost oblikovanja kompleksnih in izvirnih idej, konceptov in rešitev določenih problemov;
- sposobnost identificiranja danega raziskovalnega problema, njegove analize ter možnih rešitev;
- ustvarjanje novega znanja, ki pomeni relevanten prispevek k razvoju znanosti;
- sposobnost inovativne uporabe in kombiniranja raziskovalnih empiričnih metod;
- sposobnost predstavitve pridobljenih znanstvenih izsledkov v obliki publikacij v mednarodni znanstveni periodiki.

Predmetno-specifične kompetence:

- sposobnost obvladanja standardnih metod, postopkov in procesov raziskovalnega dela na področju strateškega komuniciranja;
- sposobnost za reševanje raziskovalnih problemov na področju strateškega komuniciranja;
- razvoj veščin in spretnosti v uporabi znanja na raziskovalnem področju strateškega komuniciranja;
- razumevanje, analiza in razčlemba vplivajske in prepričevalne razsežnosti, ki jo izvajajo institucije in posamezniki v okviru vsakdanje komunikacije;

Objectives and competences:

Objectives:

Students learn how to master research methods, procedures and processes in the social sciences and develop the ability to make critical and self-critical judgments and the flexible application of knowledge in practice. Within the course, students learn about the rationale and history of the development of basic social disciplines (professions) in the fields of sociology, political science, communication science, economics and management, social science informatics, jurisprudence, social science statistics and qualitative methods.

General competences:

- ability to formulate complex and original ideas, concepts and solutions to certain problems;
- ability to identify a given research problem, its analysis and possible solutions;
- creation of new knowledge which represents a relevant contribution to the development of science;
- ability to use innovatively and combine research empirical methods;
- ability to present the obtained scientific results in the form of publications in international scientific periodicals.

Subject-specific competences:

- ability to master standard methods, procedures and processes of research work in the field of strategic communication;
- ability to solve research problems in the field of strategic communication;
- development of skills in the use of knowledge in the research field of strategic communication;
- understanding and analyzing the influential and persuasive dimensions carried out by institutions and individuals in the context of everyday communication;
- ability of complex analysis of media content and techniques.

- sposobnost kompleksne analize medijskih vsebin in tehnik.

Predvideni študijski rezultati:

Študent:

- 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 in uporablja osnovne metode in tehnike kvalitativnega raziskovanja;
- 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;
- razvije sposobnost za reševanje konkretnih družbenih in delovnih problemov z uporabo družboslovnih znanstvenih metod in postopkov;
- ima sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost interpretacije v kontekstu družboslovja;
- razume in uporablja metod kritične analize in razvoja teorij ter njihova uporaba v reševanju konkretnih družbenih in delovnih problemov;
- razvije veščine in spretnosti pri uporabi znanja na področju družbenih ved s pomočjo

Intended learning outcomes:

Student:

- Knows and understands relevant chapters in philosophy of science and epistemology and other subjects in relation to other subjects;
- Is able to take a stand on key ethical issues in a qualitative research process and critically evaluate a specific case;
- Reflects and critically evaluates the professionalism and ethics of the qualitative methods used;
- Uses basic methods and techniques of qualitative research;
- Conducts a case study and a comparative case study;
- Quantifies qualitative data for quantitative analysis
- Uses basic software for qualitative and mixed analysis;
- Reflects and critically evaluates the suitability of a particular research method for the analysis of a specific problem;
- Develops the ability to solve concrete social and work problems using social science scientific methods and procedures;
- Has the ability to obtain, select, evaluate and position new information and the ability to interpret it in the context of social sciences;
- Understands and applies the methods of critical analysis and development of theories and their application in solving concrete social and work problems;
- Develops skills in the application of knowledge in the field of social sciences by solving theoretical or empirical problems.

reševanja teoretičnih ali empiričnih problemov.

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, delo na primerih dobrih in slabih praks);
- domače naloge (nadaljevalno domače delo na temo posameznih vsebinskih sklopov in srečanj);
- vaje, ki temeljijo na izkušnjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, evalvacija, samoocenjevanje);
- samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Learning and teaching methods:

- Lectures with the active engagement of students (explanation, discussion, questions, examples);
- Homework assignments (continuing work on the topic of individual content sets);
- Seminars based on experience-based learning, participation in problem learning (independent study, discussion, explanation, observation, team work, case study, methods of critical reading and writing, evaluation, self-evaluation);
- Individual study (motivation, guidance, self-observation, self-regulation, reflection, self-evaluation);
- Individual and group consultations (discussions, additional explanation, specific questions);
- Use of online classrooms or other contemporary ICT tools.

Delež (v %) /

Načini ocenjevanja:

Weight (in %) **Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Assessment: Type (examination, oral, coursework, project):
Pisni izdelek	100 %	Assignment

Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading scale - in accordance with the Rules of examination and evaluation of knowledge.
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Reference nosilca / Lecturer's references:

RONČEVIĆ, Borut in MODIC, Dolores. Regional systems of innovations as social fields. *Sociologija i prostor*, 2011, 49(191), str. 313-333.

RONČEVIĆ, Borut in MODIC, Dolores. Social fields of technological innovations. V: Genov, Nikolai (ur.): *Global trends and regional development*, (Routledge studies in development and society, 28). New York: Routledge, 2012.

ADAM, Frane; HAFNER, Ana; PODMENIK, Dane; PODMENIK, Darka; LAMUT, Urša; RONČEVIĆ, Borut in VOJVODIĆ, Ana. *Inovativna jedra v regionalnem razvoju*. Ljubljana: Vega, 2010.

MAKAROVIĆ, Matej in RONČEVIĆ, Borut. *Interethnic relations in a systemic context: minorities in media and education in Slovenia*, (Gesellschaftliche transformationen, Bd. 17, Vol. 17). Münster: Lit, 2010.

ADAM, Frane; MAKAROVIĆ, Matej; RONČEVIĆ, Borut in TOMŠIČ, Matevž. *The challenges of sustained development: the role of socio-cultural factors in East-Central Europe*. New York; Budapest: Central European University Press, 2005.

BESEDNJAK VALIČ, Tamara, KOLAR, Janez, LAMUT, Urša. Three Scenarios of Innovation and Technology Transfer: The Case of Key Enabling Technologies in the Danube Region. *Journal of Engineering and Applied Sciences*, ISSN 1816-949, 2020.

LAMUT, Urša. The role of professional portfolio within verifying of unformal knowledge and work experience among the future seekers of first employment. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, vol. 2, no. 2, str. 48-75, 2009.

LAMUT, Urša. Three scenarios of cooperation between higher education and economy. V: BESEDNJAK VALIČ, Tamara (ur.), MODIC, Dolores (ur.), LAMUT, Urša (ur.). *Multifaceted nature of collaboration in contemporary world*. London: Vega Press, str. 233-264, 2012.

LAMUT, Urša, MACUR, Mirna. *Metodologija družboslovnega raziskovanja: od zasnove do izvedbe*. 1. izd. Ljubljana: Vega, ISBN 978-961-93138-8-6, 2012.