

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	Metode kvalitativnega raziskovanja
<b>Course title:</b>	Qualitative Research Methods

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mediji in novinarstvo / Media and Journalism	Program nima smeri / Program has a single course	prvi / first	drugi / second
Druga stopnja / Second Level			

**Vrsta predmeta / Course type** obvezni / mandatory

**Univerzitetna koda predmeta / University course code:** MKR / QRM

Predavanja / Lectures	Seminar / Seminar	Vaje / Tutorial	Klinične vaje / Practical exercises	Druge oblike študija / Other forms of study	Samost. delo / Individ. work	ECTS
20		20			110	5

**Nosilec predmeta / Lecturer:** doc. dr. Urša Lamut / Assist. Prof. Urša Lamut, PhD

<b>Jeziki / Languages:</b>	<b>Predavanja / Lectures:</b>	slovenski, angleški / Slovenian, English
	<b>Vaje / Tutorial:</b>	slovenski, angleški / Slovenian, English

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

Pogoj za opravljanje obveznosti je vpis v prvi letnik.

**Prerequisites:**

Enrolment in the first year of study.

**Vsebina:**

- Teoretične in konceptualne perspektive kvalitativnega raziskovanja: Izbrana poglavja iz filozofije znanosti; izbrana epistemološka vprašanja; družboslovna teorija in raziskovanje.
- Vrednote in etika v kvalitativnem raziskovanju.
- Osnovne metode in tehnike v kvalitativnem raziskovanju: strukturirani intervjuji, polstrukturirani intervjuji, fokus skupine, delphi metoda; opazovanje z udeležbo, opazovanje brez udeležbe, analiza vsebine, biografske metode,

**Content (Syllabus outline):**

- Theoretical and conceptual perspectives of qualitative research: Selected topics from science philosophy; chosen epistemological issues; social science theory and research
- Values and ethics in qualitative research
- Basic research methods and techniques in qualitative research: structured interviews; semi-structured interviews; focus groups; Delphi method; participant observation; non-participant observation; content analysis; biographical methods; conversational analysis; action and evaluation research; Quasi-experiment

konverzijska analiza, akcijsko in evalvacijsko raziskovanje, socialni kvaziekperiment.

- Študije primera (case studies).
- Mešani metodološki pristopi: kvantificiranje kvalitativnih podatkov, programska oprema za kvalitativno analizo, fuzzy-set analiza.

- Case studies
- Mixed-method approaches: quantification of qualitative data; software for qualitative analysis; fuzzy-set qualitative comparative analysis

### Temeljni literatura in viri / Readings:

Saldaña, Johnny. 2025. *The Coding Manual for Qualitative Researchers*. SAGE Publications.

Cyr, Jennifer, and Wallace Goodman, Sara (Ed.). 2024. *Doing Good Qualitative Research*. Oxford University Press.

Aurini, Janice, Heath, Melanie, and Howells, Stephanie. 2022. *The How to of Qualitative Research*. SAGE Publications.

Marshall, Catherine, Rossman, Gretchen B., and Blanco, Gerardo. 2021. *Designing Qualitative Research*. SAGE Publications.

Lamut, Urša, and Macur, Mirna. 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:

- sposobnost kompleksne analize kulturnih in družbenih procesov;
- sposobnost oblikovanja kompleksnih in izvirnih idej, konceptov in rešitev določenih problemov;
- sposobnost uporabe kompleksnejših oblik znanja v praksi;
- strateška usmerjenost, tj. sposobnost anticipacije dogodkov, sposobnost ponujanja rešitev za izboljšanje stanja;
- zavezanost najvišjim standardom profesionalne etike;
- sposobnost kompleksne analize medijskih vsebin in tehnik;
- sposobnost razumevanja, obvladovanja in povezovanja kompleksnih medijskih informacij;

### Objectives and competences:

- The ability of complex analysis of cultural and social processes
- The ability to design complex and original ideas, concepts and solutions of certain problems
- The ability to use complex forms of knowledge in practice
- Strategic orientation, i.e. the ability to anticipate events, the ability to provide solutions to remedy the situation
- Commitment to the highest standards of professional ethics
- The ability of performing a complex analysis of media content and techniques
- The ability to understand, master and link complex media information
- Flexibility and adaptability, i.e. ability to work professionally in different environments

- fleksibilnost in prilagodljivost, tj. Sposobnost poklicnega delovanja v različnih okoljih.

#### **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;
- v kontekstu raziskovalnega procesa in v povezavi z drugimi predmeti demonstrira znanje relevantnih vprašanj iz družboslovne teorije;
- zavzame stališče do ključnih etičnih vprašanj v raziskovalnem procesu in kritično vrednosti konkreten primer;
- reflektira in kritično ovrednoti strokovnost in etičnost uporabljenih kvalitativnih metod;
- pozna 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.

#### **Intended learning outcomes:**

Students:

- Know and understand the relevant topics in philosophy of science and epistemology in connection with other subjects
- Demonstrate knowledge of relevant issues in social theory in the context of social science research and conjunction with other subjects
- Take a position on key ethical issues in the research process, and critically evaluate a concrete example
- Reflect on and critically evaluate the professionalism, and respect the ethics in qualitative research
- Know and use the basic methods and techniques of qualitative research
- Carry out a case study and comparative case study
- Quantify qualitative data to quantitative analysis
- Use the basic software for qualitative and mixed data analysis
- Reflect on and critically evaluate the appropriateness of certain research methods for the analysis of a concrete problem

#### **Metode poučevanja in učenja:**

- 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);

#### **Learning and teaching methods:**

- Lectures with active participation of students (explanation, discussion, questions, examples, problem-solving)
- Seminar exercises (reflection on experience, project work, team work, critical thinking methods, discussion, feedback, social games)
- Experimental work – based on experiential, collaborative and problem-based learning (self-directed learning, discussion, explanation, observation, teamwork, case studies, methods of critical reading and writing, role playing, cooperative learning, portfolio, evaluation, self-assessment)

- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

- Individual and group consultations (discussion and additional explanation, addressing specific issues)
- Forming portfolio and individual study (motivation, guidance, self-observation, self-regulation, reflection, and self-assessment)
- Use of online classrooms or other contemporary ICT tools

### Načini ocenjevanja:

### Assessment:

Načini:	Delež (v %) / Weight (in %)	Types:
<ul style="list-style-type: none"> <li>• Empirična seminarska naloga s poročili seminarskega dela in eksperimentalnih vaj predstavitev naloge</li> </ul> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	100%	<ul style="list-style-type: none"> <li>• Empirical seminar paper with the reports on the seminar and laboratory work, as well as the presentation</li> </ul> <p>Grading scale – in accordance with the Faculty's Rules on Assessment and Evaluation of Knowledge.</p>

### Reference nosilca / Lecturer's references:

BESEDNJAK VALIČ, Tamara, KOLAR, Janez, LAMUT, Urša. Fighting the big bad wolf of global trends: technology transfer between HPC centres and SMEs. *Digital policy, regulation and governance*. 2022, vol. 24, iss. 6, str. 498-512.

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

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

BESEDNJAK VALIČ, Tamara, KOLAR, Janez in 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. 2009, vol. 2, no. 2, str. 48-75.

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. 2012, str. 233-264.