

Examination guidelines 2024

MEVIT4812 – Qualitative methodology in media studies

See course [website](#)

This course teaches master students in media studies how to apply qualitative methods, such as interviews and focus groups, qualitative content analysis, and ethnographic observations. The course is practically oriented and, although it also covers important key concepts in research, it focuses on what they mean and where they fit in the actual conducting of an empirical study. Hands-on activities under the supervision of the tutors will enable students to understand the strengths and limitations of each method, what challenges might arise in the process of research and how to address them. Students will learn how to assess which qualitative methods are appropriate for different research purposes, how to design a study, how to collect and analyze empirical data to find an answer to a research question.

Exam: a revised version of the obligatory assignment after having received feedback on it. T

Grades are awarded on a pass/fail scale.

The assignment should be in English and include the following components:

- *Research question (RQ)*
- Which *main method* (if you are using more than one method, you just choose ONE) you have chosen and why
- Relevant *theory* (if you are using more than one, choose ONE) within the literature
- *Variables, hypotheses* and their *operationalization*
- Criteria used for *sampling and/or selection of participants*, or the context where to conduct the fieldwork
- Include *questions* and/or *codebook* or set of criteria used to collect and code the data. If you are doing an ethnography, include the criteria for doing your observation.
- Explain how you are going to *manage your data* and if there are any *ethical considerations* you need to be mindful of. Please also consult <https://www.uio.no/english/services/it/security/lis/data-classes.html>
- *References*. They should include sources from the course's syllabus

Length of assignment: 5 pages excluding bibliography

Students were also provided class feedback (see enclosed Powerpoint file, especially slides 6 and 7)

EXAM Evaluation criteria

To receive a passing grade the exam should:

- Contain most of the required components
- Outline a method that is appropriate to address the suggested RQ
- Show some basic level of alignment between RQ, theory, method (and its practical implementation)

- Engage with the practical aspects of conducting research, i.e. the empirical “nuts and bolts” of one’s study. The text should NOT be a general/abstract research proposal (this kind of assignment was submitted last semester).