

UFO LEI 4880 Research Methods FALL 2023

INSTRUCTOR

Svetlana Stepchenkova, Ph.D.
Professor
Dept. of THEM
FLG 186C; 352.294.1652
svetlana.step@ufl.edu

DEPARTMENT CHAIR

Rachel Fu, Ph.D.
Chair, Professor
Dept. of THEM
FLG 242
racheljuichifu@hhp.ufl.edu

Teaching Assistant: Yeonsoo Jo, doctoral student. Email: y.jo@ufl.edu

COURSE DESCRIPTION AND DELIVERY

DESCRIPTION: This course lays out the foundations for conducting research in the business world. That includes stating a problem, reviewing relevant literature to identify the current state of knowledge on the topic, selecting an appropriate research design and developing a sound research plan, planning the study with ethical considerations in mind, collecting data, analyzing data, and presenting the study results. The course concentrates on quantitative research designs and has an AI component and data analysis practicums with Excel. Qualitative approaches are also covered.

TEXTBOOK: Doing Research in the Business World (any edition) by David Gray. All other texts are optional.

DELIVERY: 100% online.

INSTRUCTOR: Dr. Svetlana Stepchenkova. FLG 186C. Phone: 352 294-1652. Personal email: svetlana.step@ufl.edu. Use personal email for emergencies only.

COMMUNICATIONS: **Strictly via Canvas Inbox!** Your message with your name, course, and section number will be forwarded to the instructor's UF e-mail box. Using the instructor's e-mail creates course management and record-keeping issues. Use Canvas mail for questions related to the course content, grades, special circumstances, and accommodations. Expect a response within 24 hours, not including weekends and holidays. For technical issues, please see the "Getting Help" section. If you have a question not specific to you, consult the Course Help Forum on Canvas.

ACCOMMODATIONS: Students with disabilities requesting accommodation should first register with the UF Disability Resource Center at (352) 392-8565 by providing appropriate documentation. Once registered, the student will receive an accommodation letter and a copy will be sent to the instructor. **The student MUST contact the instructor via Canvas inbox to activate the accommodation.** Follow this procedure as early as possible in the semester.

OFFICE HOURS: Thu @ 3-4 pm at the Zoom, by appointment.

ZOOM LINK FOR THE OFFICE HOURS:

<https://ufl.zoom.us/j/95745722760>

Meeting ID: 957 4572 2760

LEARNING OBJECTIVES

Upon successful completion of the course, you will be able to:

- Apply the scientific method to answer questions of practical and theoretical significance.
- Demonstrate comprehension and knowledge of a scientific research process: formulating research questions, stating hypotheses, selecting appropriate methods, creating measurement instruments, collecting data, conducting basic analyses, and reporting and interpreting results.
- Make use of ethical guidelines to conduct a research study involving human subjects.
- Demonstrate comprehension and knowledge of various research designs covered in the course such as surveys, experiments, observation, interviews, and focus groups through homework assignments, exams, and the term project.
- Design and carry out a small-scale research project in tourism, hospitality, leisure, park management, sport management, and related fields. The project will include a problem statement, a search for related literature on the topic of interest and available statistical data, selection of an appropriate research method, formulation of hypotheses and/or expected outcomes, data collection, and analysis.
- Demonstrate presentation skills while reporting the results of the research project.

ASSIGNMENTS

QUIZZES: Each course module has a short quiz. The purpose of the quizzes is to help students prepare for Exams 1 and 2. The lowest score is dropped: save this opportunity for a real emergency.

EXCEL PRACTICUMS: The course includes several data analysis assignments to be completed in Excel. The lowest score is dropped and not included in the calculation of the final course grade.

EXAMS: The exams are set up as larger quizzes and will be proctored by Honorlock Software. You can take a trial quiz to familiarize yourself with the settings.

TERM PROJECT: Each student is to complete a small-scale research project on a topic of their interest. The deliverables consist of two assignments. One is **Term Project Design (TPD)** which

is a one-page description of the topic, its relevance, underlying theory/perspective, selected research approach, proposed sample, and a questionnaire if applicable. This information can also be submitted as a 3-5-minute recording, whichever is preferable. Each student will have to provide constructive feedback to at least two of their classmates on their TPD assignment. The TPD grade includes those feedback comments. The second part of the Term Project grade is **Term Project Presentation (TPP)**. At the end of the semester, students submit a 15-20-minute recorded presentation of their project with consideration of the feedback received, data collection, data analysis, discussion/interpretation of results, and conclusion. Details are provided in the assignment area of Canvas. Be mindful of the submission dates for both TPD and TPP.

GRADING POLICY: The course grade is a combination of the grades in the following assignment categories:

- Quizzes – 20%
- Exams – 40%
- Excel Practicums – 10%
- Term Project – 30%

Total: 100%

The final percentage points are translated into the letter grades as follows:

A 93% - 100%	B- 80% - 82.99%	D+ 67% - 69.99%
A- 90% - 92.99%	C+ 77% - 79.99%	D 63% - 66.99%
B+ 87% - 89.99%	C 73% - 76.99%	D- 60% - 62.99%
B 83% - 86.99%	C- 70% - 72.99%	E 0 - 59.99%

A score below 60% constitutes a failing grade. If you noticed a scoring error, please notify the instructor within one week of the error being made. No issue regarding scoring will be reviewed beyond this one-week period. **Students who have a failing score for the Term Project (below 60%) receive the grade of Incomplete for the course.** They will follow the UF procedure and timeline to change the grade.

ACADEMIC HONESTY: Violation of academic integrity will result in a minimum academic sanction of a zero on the assignment. Discuss any uncertainties or ambiguities before you submit an assignment. Any alleged violations of the Student Honor Code will automatically result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code: <http://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

SUBMISSION POLICY

MISSED SUBMISSIONS: Follow logistics closely with respect to the submission of your work. Notice that all assignments have two deadlines: the “due” date and the “available until” date. The latter is considered a grace period for those students who encountered technical difficulties or other last-minute obstacles while submitting.

To facilitate learning and timely progression of the course for the entire class, keys to quizzes are provided after the “available until” date. Because of that arrangement, **late assignments are not accepted**. The good news is that the lowest score in the Quizzes and Excel Practicums assignment group is dropped; therefore, your overall grade is not affected by missing two deadlines. Late submission is allowed **only for the Term Project, with a 15% grade reduction**.

IMPORTANT: The course follows the UF policies regarding missed assignments due to unforeseen medical or family emergencies. A student experiencing an illness should visit the UF Student Health Care Center or their preferred healthcare provider to seek medical advice and obtain documentation. In the case of a medical or family emergency, please contact the Dean of Students Office (www.dso.ufl.edu) and follow the DSO Care Team procedures for documentation and submission of a request for make-up assignment (<https://care.dso.ufl.edu/instructor-notifications/>).

"Prior to submitting an Instructor Notification, please speak with your instructor regarding your absence and any accommodation requests. Instructors may ask for additional documentation or direct you to proceed with the Instructor Notification process through Campus Assistance and Resources for Empowerment (CARE) within the Dean of Students Office."

Do not provide any documentation to the instructor, this is your personal and protected information. The DSO is qualified to verify the documents you provide. The instructor will consider the recommendations from the DSO.

It is the student's responsibility to provide documentation within two weeks of the missed assignment to initiate arrangements for a missed assignment. A make-up quiz, homework, or exam will be similar to the one taken by other students, but you may find it more, or less, difficult.

COURSE CALENDAR

Module, Starting Date	Topic	Assignment	Assignments due on Mondays next week @11:59 PM EST
21-Aug	Syllabus	Syllabus Quiz	28-Aug
M1 29-Aug	Theoretical perspectives of research, Ch 2	Quiz 1	4-Sep
M2 4-Sep	Research planning, Ch 3, 5 Excel basics	Quiz 2	11-Sep
M3 11-Sep	Quantitative research, Ch 6 Data Analysis: Charts	Quiz 3 Practicum 1	18-Sep
M4 18-Sep	Sampling strategies, Ch 9 Sampling in Excel	Quiz 4 Practicum 2	25-Sep
M5 25-Sep	Designing surveys, Ch10 Cross tabulation in Excel	Quiz 5 Practicum 3	2-Oct
M6 2-Oct	Descriptive and inferential statistics Ch 23 Descriptive statistics in Excel	Quiz 6 Practicum 4	9-Oct
M7 9-Oct	Questionnaires and interviews, Ch 14, 15 Inferential statistics in Excel	Quiz 7 Practicum 5	16-Oct
16-Oct	EXAM 1		
M8 23-Oct	Correlation and Regression, Ch 23 Correlation and regression in Excel	Quiz 8 Practicum 6	30-Oct
M9 30-Oct	AI in data analysis ChatGPT to help with Excel analysis		TPD assign. is due 6-Nov
M10 6-Nov	Qualitative research, Ch 7	Quiz 10	13-Nov
M11 13- Nov	Observation methods and focus groups, Ch 16, 17, 18	Quiz 11	20-Nov
20- Nov	Mon and Tue Instructor is available for consulting on Term Project via Zoom		
M12 27- Nov	Research ethics	Quiz 12	4-Dec
4-Dec	EXAM 2		
11-Dec	Recorded Term Project presentations are due Dec 11 @11:59 PM		

GETTING HELP

TECHNICAL ISSUES: If you encounter a technical issue, please contact the UF Computing Help Desk, <http://helpdesk.ufl.edu>

Any request for a make-up due to technical issues MUST be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST message your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

WELLNESS:

- **U Matter, We Care:** If you or a friend is in distress, please contact umatter@ufl.edu or (352) 392-1575 so that a team member can reach out to the student.
- **Counseling and Wellness Center** (<http://www.counseling.ufl.edu>), 392-1575; contact University Police at (352) 392-1111 or 911 for emergencies.
- **Sexual Assault Recovery Services:** <https://umatter.ufl.edu/helping-students/sexual-violence-response/>. Student Health Care Center, 392-1161.
- **University Police Department,** <http://www.police.ufl.edu/>, 392-1111 (or 9-1-1 for emergencies).

ACADEMIC RESOURCES:

- **E-learning technical support:** (352) 392-4357 (select option 2) or e-mail to Learning-support@ufl.edu; <https://lss.at.ufl.edu/help.shtml>
- **Career Resource Center:** (352) 392-1601; Reitz Union; Career assistance and counseling
- **Library Support,** <http://cms.uflib.ufl.edu/ask> Various ways to receive assistance with respect to using the libraries or finding resources.
- **Teaching Center,** Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- **Writing Studio,** 302 Tigert Hall, 846-1138. Help with brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/>
- **UF online/internet privacy statement:** UF's statement about privacy and data security. <https://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement/>