LEI 4880 RESEARCH METHODS
FALL 2021

Department of Tourism, Hospitality and Event Management
College of Health & Human Performance; University of Florida

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COURSE HOURS AND LOCATION
MAT 018 Tue (3:00 pm - 4:55 pm)
FLG 280 Thu (4:05 pm – 4:55 pm)

COURSE 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 pertaining to the issue, selecting an appropriate research design and developing a sound research plan, planning the study with ethical considerations in mind, collecting data, analyzing data, and writing a report/presenting the study results. The course largely concentrates on the quantitative study designs, although qualitative approaches are also covered.

COURSE DELIVERY: Face-to-face, with occasional zoom sessions. Quizzes, homeworks, and exams are submitted online via Canvas, from home. Students take exams (but not quizzes!) using the Honorlock tool, requirements are listed below. The instructor does not provide recordings of the lectures; however, she does make available Power Points of the lectures and other materials used in class.

COURSE OBJECTIVES: Upon successful completion of this course you will be able to:

- Apply the scientific method to answer questions of theoretical or practical significance.
- Conduct a study using the scientific method, both in theory and in practice.
- Make use of ethical guidelines to conduct a research study.
- Demonstrate comprehension and knowledge of various research designs covered in the course through quizzes, individual homework assignments, and the term project.
- Formulate research questions, state hypotheses, select an appropriate method, create a research instrument, collect data, and do basic analyses, as well as report and interpret the results.
- 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, 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 oral and written skills in presenting the results of a research project.

PREREQUISITES: LEI 2181 or SPM 2000 and STA 2023.

OFFICE HOURS: Office hours are held on Thursdays 1-3 pm starting Sept 9. Please inform the instructor at what time you are planning to come to the office hours. Permanent zoom link:

https://ufl.zoom.us/j/93225543730

Meeting ID: 932 2554 3730

CLASSROOM POLICIES

ATTENDANCE: Attendance is expected of students enrolled in this course and will be taken. Only the instructor can excuse a student from missing class. If you missed a class, check with your fellow students about presented material and announcements. Do not expect an individual delivery of the material because you missed the class. Non-approved absences affect your Participation & Attendance score.

Turn off cellular phones during class. Be on time for class. If you need to leave earlier, let the instructor know before the class starts.

You may use your laptops in class to facilitate learning of the material (e.g., for quick information searches, note-taking, and similar). Refrain from checking your social networks during class; this is a matter of maturity and professionalism.

FOOD: Cups with closed lids are allowed in the classroom. You can have a quick snack between class periods. If eating during class time is absolutely necessary (for dietary reasons, for example), do it discretely, and no smelly foods, please.

PARTICIPATION: Class participation is expected, encouraged, and is part of your final grade. During class discussions, conduct yourself in a professional manner, avoid profanity and ridicule. This is a collaborative classroom, where respect is the rule.

TEXTBOOKS AND MATERIALS

The readings are mostly based on ***Doing Research in the Business World*** **by David Gray**.

We will also include chapters from ***Research Design: Qualitative, Quantitative, and Mixed Methods*** by John W. Creswell, ***Statistics: a Tool for Social Scientists*** by J. Healey, and from research papers.

Exploring Research (any edition) by Neil J. Salkind is just another valuable resource.

GRADE OVERVIEW

We will work on returning all your submissions graded, with feedback for the assignments, within one week of the due date. The total grade (0-100%) will be a combination of the grades in the following categories:

Assessment	Points	% weight

		in the final grade
Quizzes *(x7 @ 100 pts each - the lowest score is dropped)*	600 pts	20%
Homework *(x5 @ 100 pts each - the lowest score is dropped)*	400 pts	20%
Exams *(x2 @ 50 points each)*	100 pts	30%
Term Project	100 pts	20%
Participation and Attendance	50 pts	10%
Total	**1250 pts**	**100%**

Grading Scale:

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

A score below 60 constitutes a failing grade. If you noticed a scoring error, please notify the instructor within one week the error was made. **No issues regarding scoring will be reviewed beyond this one week period. Students who did not submit the Term Project receive the grade of Incomplete for the course.**

QUIZZES, HOMEWORKS, AND EXAMS

There are seven quizzes associated with the course content and textbook readings and five homeworks. One lowest score in each category is dropped (total of two scores). Save this opportunity for real emergencies. There are two exams: Exam 1 and Exam 2.

Students take quizzes from home. The purpose of the quizzes is to make sure that students are well familiar with the topical material and to prepare them for Exams 1 and 2. If during quiz-taking a student finds that s/he missed a particular question, they are encouraged to open the textbook and find the answer to the question. However, it is not advisable to consult the book for each question as it takes from your time and, more importantly, does not allow you to identify areas which need attention when preparing for the exams. The best strategy is to study prior to a quiz and then answer as many questions as possible without help of the book. And only then consult the book to review again the questions you are not sure about.

Homeworks are set as a quiz-type assignment; however, they are not timed and before the time is due, you can make as many attempts as you want.

Exams 1 and 2 are Honorlock exams. Please become familiar with the test-taking requirements and stick to them closely. You might also wish to take a practice exam prior to Exam 1 to get familiar with the Honorlock settings.

TERM PROJECT

Students will be assigned into groups of 4-5 people to research a question of their choice. Each group will prepare a 20 minute recorded presentation. Details are published in the Term Project assignment area of Canvas.

SUBMISSION POLICY

Follow closely the course logistics with respect to the submission of your work. The lowest score in the Homework and Quiz assignment groups is dropped (that is, two scores in total); therefore, your overall grade will not be affected by missing one deadline in each of these assignment groups. **All emergencies or special circumstances (e.g., religious observances or important family events) that prevent you from submitting on time have been cared for by this policy; therefore, there is no need to negotiate with the instructor.** Allow for technical difficulties while submitting the assignment and do not wait until the last minute. Late submission is allowed only for the Term Project, with 15% grade reduction.

To facilitate learning and timely progression of the course for the entire class, keys to assignments are provided after the due date/time. Because of that arrangement, late assignments are not accepted.

IMPORTANT: 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. If you have an illness, family emergency or death, 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/).
The DSO will contact the instructor. Do not provide any documentation to the instructor regarding illness or family emergency. This is your personal and protected information. The DSO is qualified to receive and verify the documents you provide. The instructor will follow the recommendations from the DSO.

Honorlock

Exams 1 and 2 are closed-book and conducted with Honorlock.

Specifications:

- Background noise (occasional sounds) are allowed. But you are not allowed to take exams in the public area with constant noise and people on the background.
- Handheld calculator is allowed. Access to a scientific on-screen calculator is allowed.
- Hats and headphones are not allowed.
- Notes are allowed for exams. Details are explained in the Exams assignments areas of the course.
- Scratch paper is allowed.
- Restroom breaks are allowed for Exam 1 and Exam 2.

Other settings include:

- Recording of testing environment
- Recording of the screen
- Recording web traffic

- Student photo
- Student ID – make sure you keep it close!
- Room scan
- Browser guard
- Printing is disabled
- Copy-paste disabled

Course Communication

Via Canvas mail. Your message will directly follow to the instructor's UF e-mail box. Using the instructor's personal e-mail creates issues with keeping the course records straight. Use Canvas mail for personal questions related to the course content or of a personal nature, such as grades, special circumstances, and needed accommodations. For technical issues, please see the "Getting Help" section below.

Expect a response within 24 hours, not including weekends and holidays. All online correspondence must have your full name in the message body and contain your course and section number in the subject line.

If you have a question not specific to you, consult the Help Forums, https://ufl.instructure.com/courses/437509/discussion_topics. It's likely that others have the same questions. Feel free to answer questions posted by your peers.

Getting Help

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

Any requests for make-ups 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.

UF POLICY

HONOR CODE

You are required to abide by the University of Florida Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a zero on the assignment. We take originality in writing and creative work very seriously and expect you to fully understand what is considered plagiarism.

ONLINE COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/ (Links to an external site.). Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/ (Links to an external site.). Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/ (Links to an external site.).

COURSE CALENDAR: SUBJECT TO CHANGE DEPENDING ON THE CLASS PROGRESS

Week, Date, Time			Tuesday	Thursday	Assign.
W1	23-Aug	3:00 PM 4:05 PM	Syllabus. Theoretical perspectives of research, Ch 2	Research planning, Ch 3, 5	
W2	30-Aug	3:00 PM 4:05 PM	Research ethics, Ch 4	Practicum	Q1
W3	6-Sep	3:00 PM 4:05 PM	Quantitative research, Ch 6	**Term Project Groups Zoom Meet: Attendance taken**	HW1
W4	13-Sep	3:00 PM 4:05 PM	Qualitative research Ch 7	Practicum	Q2
W5	20-Sep	3:00 PM 4:05 PM	Sampling strategies, Ch 9	Practicum	HW2
W6	27-Sep	3:00 PM 4:05 PM	Designing surveys, Ch 10	**Term Project Groups Zoom Meet: Attendance taken**	Q3
W7	4-Oct	3:00 PM 4:05 PM	**Term Project Field Day**	**Review for Exam 1**	Q4, HW3
W8	11-Oct	3:00 PM 4:05 PM	**EXAM 1**	**Term Project Zoom Office Hours**	
W9	18-Oct	3:00 PM 4:05 PM	Questionnaires and interviews, Ch 14, 15	Practicum	
W10	25-Oct	3:00 PM 4:05 PM	Observations methods, focus groups, Ch 16, 17, 18	Practicum	Q5
W11	1-Nov	3:00 PM 4:05 PM	Descriptive and inferential statistics, Ch 23	Practicum	HW4
W12	8-Nov	3:00 PM 4:05 PM	Correlation and regression, Ch 23	Veteran's Day	Q6
W13	15-Nov	3:00 PM 4:05 PM	Presenting research results, Ch 26	**Term Project Groups Zoom Meet: Attendance taken**	Q7, HW 5
W14	22-Nov	3:00 PM 4:05 PM	**Term Project Field Day**	Thanksgiving Holiday	
W15	29-Nov	3:00 PM 4:05 PM	**Review for Exam 2**	**Term Project Zoom Office Hours**	
W16	6-Dec	3:00 PM 4:05 PM	**EXAM 2**	No class: Reading Day	

Recorded term project presentations are due Dec 14 at 5 pm: Zoom (mp4) or voice over Power Point (ppt/pptx)

COVID-19 POLICIES

The course follows the UF policies with respect to Covid-19 situation. In Fall 2021 there will be no group work in the classroom. Group work related to the Term Project is conducted virtually and outside the classroom. All assessments are conducted online using the Honorlock tool.

DISCLAIMER

This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.