Research Methods HLP 6535
Department of Tourism, Recreation & Sport Management
College of Health & Human Performance; University of Florida

Fall semester 2021 message. The course is taught in-class. But, to reduce COVID-19 infection risks, if you don't feel well – send me a message and stay at home! I will switch Zoom on for you to follow the lecture.

INSTRUCTOR
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Summary

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, developing a sound business proposal, planning the study with ethics considerations in mind, collecting data, analyzing data, and writing a report based on the study results. The course largely concentrates on the quantitative study designs, although qualitative approaches are also covered. The overall course structure is as follows:

- Research basics. Modules 1, 2 and 3
- Research methodology. Modules 4, 5, 6, 7 and 8
- Data collection methods. Modules 9 and 10
- Data analysis and presentation of results. Modules 11, 12 and 13

Course objectives and outcomes

- Define scientific method to answer questions of theoretical or practical significance. Describe how to conduct a study using the scientific method.
- Discuss ethical guidelines in research. Implement these guidelines in the term research project.
- Demonstrate comprehension and knowledge of various research designs covered in the course through quizzes, individual homework assignments, and the term project.
- Independently formulate research questions, state hypotheses, select an appropriate method, create a research instrument, collect data, do basic analyses, and report and interpret the results.

- By the end of the course, students will be able to design and carry out a small-scale research project in tourism, hospitality, leisure, park management, sport management, or 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.
- Practice oral and written skills in presenting results of a research project. Students will demonstrate their skill via a recorded presentation.

Textbooks

The main text for independent reading is **Doing Research in the Business World** by **David Gray**. The outline of the course follows this book: this is a **required** text. I also integrate material from Exploring Research by Neil J. Salkind, which is an elective reading. Some modules include chapters from Research Design: Qualitative, Quantitative, Mixed Methods by John W. Creswell and Statistics: a Tool for Social Scientists by J. Healey, and from research papers.

Assignments and evaluation

There will be quizzes, home works, two exams, and a term project in this class. The total grade (0-100%) will be a combination of the grades in the following categories:

1. Quizzes (20%). The lowest score is dropped.
2. Home works (20%). The lowest score is dropped.
3. Exam 1 (10%) and Exam 2 (10%)
4. Method group reports (20%)
5. Term Project (20%)

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

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

Score below 60 constitutes a failing grade. If you noticed a scoring error in your quiz, Exam 1, or homework, please notify the instructor **within one week from the day your work was graded**. No issues regarding scoring will be reviewed beyond this one-week period. For Exam 2, any scoring issue needs to be resolved before the midnight of December 17, 2021.

Quizzes and Exams

A short quiz covers the material in the respective module, but expect occasional questions related to the earlier topics. The quizzes are closed book and usually timed for 10 minutes. The exams have the same "quiz-like" format and cover topics for their respective parts of the course. There may be quantitative questions, so make sure you have a calculator. Each question in a quiz or exam "costs" a certain number of points; this number is displayed together with the question. The full score (100%) is assigned when all questions are answered correctly; the score of 0% is assigned when all answers are incorrect. Most

questions are automatically graded by Canvas. Occasionally, questions are pre-graded by Canvas and the final grade for the quiz or exam is issued by the instructor.

Home Assignments

Some home assignments may require simple computations. You can use a calculator or Excel, which covers all statistics we are going to use during the course, or any other package.

Class policies

Late assignment submission, missing a quiz or an exam

Follow closely the course logistics with respect to submission of your work (check the syllabus!) The lowest scores in the Homework and Quiz assignment groups are dropped: your overall grade will not be affected by one missing assignment in each assignment group. Save this "allowance" for a real emergency!

To facilitate learning, keys to homework assignments are provided on the due date. Because of that arrangement, **the late assignments will be graded at ZERO point**.

A minor sickness or a short travel will not be considered an excuse for not returning the homework, so plan accordingly. You always are given enough time to complete and return an assignment a few days before the due date, so plan ahead for scheduled travel, conferences, athletic events and similar activities. Allow for technical difficulties while submitting the assignment and do not wait till the last minute.

It will be possible to retake a quiz/exam missed due to a medical reason (confirmed by a doctor) or an unforeseen family emergency. It is the student's responsibility to provide documentation **within the two weeks (but within the current semester) of the missed assignment** to initiate arrangement of a make-up quiz/exam. The new quiz or exam will be similar to the one taken by other students but you may find it more, or less, difficult.

Special accommodations

Students requesting special classroom accommodations must first register with the Dean of Students Office. Please let the instructor know your needs **during the first week of the course**.

Evaluations

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/.

FINE PRINT

Group work and academic honesty

The plagiarism and other violations of the academic honesty will be punished with 0% grade for the assignment; the offender will be reported to the head of department and/or graduate school for possible actions. The UF defines plagiarism in the following way (https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code):

"(a) Plagiarism. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.

2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student."

Further, each student is expected to abide by the Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity" (https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/). Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. Please refer to the abovementioned Honor Code for a complete explanation of the University of Florida Academic Honesty Policy.

CAMPUS RESOURCES

Health and 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/cwc/Default.aspx, 392-1575.

University Police Department, 392-1111 (or 9-1-1 for emergencies). http://www.police.ufl.edu/

Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.

Disability resource center: https://drc.dso.ufl.edu, 392-8565, accessUF@ufsa.ufl.edu.

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, Reitz Union, 392-1601. Career assistance and counseling. http://www.crc.ufl.edu/

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 brainstorming, formatting, and writing papers. http://writing.ufl.edu/writing-studio/

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf; On-Line Students Complaints: http://www.distance.ufl.edu/student-complaint-process

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UF Covid-19 class expectations

In response to COVID-19, the following practices are in place to maintain your learning environment, to enhance the safety of our in-classroom interactions, and to further the health and safety of ourselves, our neighbors, and our loved ones.

- If you are not vaccinated, get vaccinated. Vaccines are readily available at no cost and have been demonstrated to be safe and effective against the COVID-19 virus. Visit this link for details on where to get your shot, including options that do not require an appointment: https://coronavirus.ufhealth.org/vaccinations/vaccine-availability/. Students who receive the first dose of the vaccine somewhere off-campus and/or outside of Gainesville can still receive their second dose on campus.
- You are expected to wear approved face coverings at all times during class and within buildings even if you are vaccinated. Please continue to follow healthy habits, including best practices like frequent hand washing. Following these practices is our responsibility as Gators.
    - Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
    - Hand sanitizing stations will be located in every classroom.
- If you sick, stay home and self-quarantine. Please visit the UF Health Screen, Test & Protect website about next steps, retake the questionnaire and schedule your test for no sooner than 24 hours after your symptoms began. Please call your primary care provider if you are ill and need immediate care or the UF Student Health Care Center at 352-392-1161 (or email covid@shcc.ufl.edu) to be evaluated for testing and to receive further instructions about returning to campus. UF Health Screen, Test & Protect offers guidance when you are sick, have been exposed to someone who has tested positive or have tested positive yourself. Visit the UF Health Screen, Test & Protect website for more information.
    - Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work.
    - If you are withheld from campus by the Department of Health through Screen, Test & Protect you are not permitted to use any on campus facilities. Students attempting to attend campus activities when withheld from campus will be referred to the Dean of Students Office.
- Continue to regularly visit coronavirus.UFHealth.org and coronavirus.ufl.edu for up-to-date information about COVID-19 and vaccination.

Course content

Part	Module, Date	Theme	Topics	Reading	Assignments
Research basics	1, 8.26	Theoretical perspectives of business research	Ontology and Epistemology in research; differences between research methods	DG 1-2	Quiz M1
	2, 9.2	Research planning	Research planning. Working with literature.	DG 3, 5	Quiz M2
	3, 9.9 Complete at home	Research ethics Working with literature	Ethics in business research	DG 4	Quiz M3, HW M1-3
Introduction to methodology	4, 9.16	Quantitative research	Variables and measurements. Reliability and validity. Population and sample. Hypothesis	DG 6	Quiz M4
	5, 9.23	Qualitative research	Qualitative methods and mixed methods	DG 7, 8	Quiz M5, HW M4-5 Report: case studies
	6, 9.30	Sampling strategies	Different strategies for sampling the data. Sampling error.	DG 9	Quiz M6 Report: Observational methods
	7 10.7	Designing surveys	Strategies in survey based studies	DG 10	Quiz M7 Report: Focus groups
	~~8, 10.14~~	~~Case studies~~	~~Case studies.~~	~~DG 11~~	-
	EXAM 10.14		EXAM 1		
Data collection methods	9, 10.21	Data collection 1	Questionnaires and Interviews	DG 14, 15	Quiz M9 Report: Qualitative interviews
	~~10, 11.4~~	~~Data collection 2~~	~~Non-participant observation, focus group~~	~~DG 16, 18~~	~~Quiz M10, HW M9-10~~
Data analysis and presentation of results	11, 10.28	Descriptive and inferential statistics	Descriptive and inferential statistics	DG 23	Quiz M11
	12, 11.4	Correlational analysis and linear regression	Correlational analysis and linear regression	DG23	Quiz M12, HW M11-12
	13, 11.18	Presenting research results	Oral and written presentations	DG 26, 27	
	Project presentation 12.2		Presentation of the projects		
	Exam 12.14	Exam 2	EXAM 2		