Research Methods HLP 6535 Online
Dept. of Tourism, Hospitality and Event Management
College of Health and Human Performance
University of Florida
FALL 2022

Course developers: Drs. Andrei Kirilenko and Svetlana Stepchenkova

INSTRUCTOR: FALL 2022
Svetlana Stepchenkova, Ph.D.
Associate Professor
FLG 186C; 352.294.1652
Email: svetlana.step@ufl.edu
Zoom Office Hours: R 3-4 PM

DEPARTMENT CHAIR
Rachel Fu, Ph.D.
Professor
FLG 240C
racheljuichifu@ufl.edu@hhp.ufl.edu

TEACHING ASSISTANT: Yuting An, 4th year PhD student.

OFFICE HOURS: Thursdays 3-4 pm (excluding Sep 22, Oct 20, Nov 17) or by appointment. Via zoom.

TIME: Follows the Eastern Time Zone time.

PERMANENT ZOOM LINK:
https://ufl.zoom.us/j/92215763294?pwd=eXdBaXlIWDhQL0EwUE5CZ0gxd0s4dz09

Meeting ID: 922 1576 3294
Passcode: 633635

COURSE 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 personal e-mail creates issues with course management and record keeping. 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.

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, exams, 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 (1) **Doing Research in the Business World** by **David Gray**. The outline of the course follows this book: this is a **required** text. Some modules include chapters from (2) Research Design: Qualitative, Quantitative, and Mixed Methods by John W. Creswell, (3) Statistics: a Tool for Social Scientists by J. Healey, and from research papers. (4) Exploring Research (any edition) by Neil J. Salkind is just another valuable resource.

ASSESSMENT AND EVALUATION

There will be quizzes, homeworks, 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%). Five quizzes, the lowest score is dropped.
2. Homeworks (20%). Five homeworks, the lowest score is dropped.
3. Exam 1 (20%) and Exam 2 (20%)
4. 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-

A score below 60 constitutes a failing grade. All scoring issues need to be brought to the attention of the TA and/or the instructor one week the error was made**. No issue 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 16, 2022.

IMPORTANT: Students who have a failing score for the Term Project (below 60 points out of 100) receive the grade of Incomplete for the course regardless of how well they did in the other areas. To change the grade, they must improve the project within the timeline specified by the university.

QUIZZES AND EXAMS

A short quiz covers the material in the respective module, but expect occasional questions related to the earlier topics. Most quizzes are timed for 20 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. 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.

It is a good practice to take quizzes as closed-book assignments to identify material that needs more studying. It will also help you to prepare for the exams.

Exams 1 and 2 will be taken online via Canvas. The exams will be supervised by the Honorlock tool. You will need to become familiar with the test-taking requirements and stick to them closely. Take a practice exam prior to Exam 1 to get familiar with the Honorlock settings, those settings are detailed at the end of the syllabus.

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

SUBMISSION POLICIES

Follow closely the course logistics with respect to submission of your work. The instructor uses the Eastern Time Zone: e.g., all submission deadlines are 12:05 pm EST. Canvas adjusts deadlines according to the student's computer's time settings. Assignments for a particular module are typically due on Monday at noon (12:05 pm) of the next module's week. 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 the real emergencies.**

Notice that all homework assignments have two deadlines: the "due" date and the "available until" date. The latter is considered a grace period to accommodate those students who have the unforeseen changes to their work schedules. **Please notice that quizzes do not have grace period**; therefore, if your schedule shifts often, it is a good practice to take those on weekends.

To facilitate learning and timely progression of the course for the entire class, keys to homework assignments are provided after the second deadline. Because of that arrangement, **late assignments are not accepted**. Late submission is allowed only for the Term Project, with 10% grade reduction.

A minor sickness or a short travel will not be considered an excuse for not returning an assignment. Modules are open well prior to the deadlines, 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 other activities. Allow for technical difficulties while submitting the assignment and do not wait till the last minute.

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/instructornotifications). 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 and will contact the instructor. The instructor will consider the recommendations from the DSO.

Academic honesty

The plagiarism and other violations of the academic honesty will be punished with 0% grade for the assignment. Additionally, after the second incident the offender will be reported to the head of department and/or graduate school for sequential actions. The UF defines plagiarism in the following way (https://www.dso.ufl.edu/sccr/process/studentconduct-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/studentconduct-honor-code/). Please refer to the abovementioned Honor Code for a complete explanation of the University of Florida Academic Honesty Policy.

H O N O R L O C K

Specifications for Exams 1 and 2:

- Hats and headphones are **NOT** allowed.
- Background noise (occasional sounds) is 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.
- One A-4 page of hand-written notes is allowed.
- Scratch paper is allowed.
- Restroom breaks are allowed.

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 CONTENT

Part	Module	Theme	Topics	Reading
Research basics	1 Aug 29-Sep 5	Theoretical perspectives of business research	Ontology and Epistemology in research. Differences between research methods.	DG 1-2
	2 Sep 5-12	Research planning	Research planning. Working with literature.	DG 3, 5
	3 Sep 12-19	Research ethics	Ethics in business research.	DG 4
Introduction to methodology	4 Sep 19-26	Quantitative research	Variables and measurements. Reliability and validity. Population and sample. Hypothesis.	DG 6
	5 Sep 26-Oct 3	Qualitative research	Qualitative methods and mixed methods.	DG 7, 8
	6 Oct 3-10	Sampling strategies	Different strategies for sampling the data. Sampling error.	DG 9
	7 Oct 10-17	Designing surveys	Strategies in survey-based studies.	DG 10
	EXAM 1 Oct 20-24		EXAM 1	
Data collection methods	9 Oct 24-31	Data collection 1	Questionnaires and Interviews.	DG 14, 15
	10 Oct 31-Nov 7	Data collection 2	Non-participant observation, focus group.	DG 16, 18
Data analysis and presentation of results	11 Nov 7-17	Descriptive and inferential statistics	Descriptive and inferential statistics.	DG 23
	12 Nov 17-24	Correlational analysis and linear regression	Correlational analysis and linear regression.	DG23
	13 Nov 21-28	Presenting research results	Oral and written presentations.	DG 26, 27
	TERM PROJECT Due Dec 5		Accepted till Dec 12. After that date but no later than Dec 16 @ 5 pm – 10% grade reduction.	
	EXAM 2 Dec 8-12		EXAM 2	

RESOURCES AND USEFUL LINKS

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/

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 Learningsupport@ufl.edu. https://elearning.ufl.edu/

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. https://career.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/

Dean of Students Office
https://dso.ufl.edu/