



The University of Western Ontario
Department of Sociology
SOCIOLOGY 3307F UW001
Investigating the Social World:
Qualitative Research

Fall 2025

In Person

Instructor: Professor T.L. Adams

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This is a DRAFT copy only. Please see the course site for the final version.

Official Course Description:

Students will learn to investigate the social world using content analysis, various methods of observation, and different types of interviewing. Particular attention will be paid to the relationship between epistemology and qualitative research approaches. Students will participate in research practice exercises. Ultimately, students will learn to think critically about sociological research.

Expanded Course Description:

In this course, students will learn to investigate the social world using a variety of qualitative research approaches, such as in-depth interviewing, observation, and content analysis. Students will explore the principles underlying qualitative inquiry and acquire a general understanding of the theoretical positions that underlie qualitative methodology. Through lectures, readings, and hands-on research activities, students will explore different ways of investigating the social world in a scientific but non-statistical way that gives voice to the people we are studying. The ultimate goal is to let students obtain some hands-on experience with qualitative research.

Prerequisite(s): Sociology 2206A/B.

Unless you have either the requisites for this course or written special permission from your Dean to enroll in the course, you may be removed from this course and it will be deleted from your record. The decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Anti-requisite(s): Sociology 3310F/G, Family Studies and Human Development 3230A/B

Course Objectives and Learning Outcomes:

By the end of this course, students should be able to do the following:

- * Evaluate different research methods and their usage.
- * Formulate research questions & choose a qualitative research design to address those questions.
- * Understand and meet the ethical standards for conducting research with human subjects
- * Design and carry out a research project, including conducting in-depth interviews, ethnographic field observations, and content analysis.
- * Analyse and interpret qualitative data.

Course Material / Required Textbook:

[Deborah K. van den Hoonaard and Lisa-Jo van den Scott. (2021). *Qualitative Research in Action: A Canadian Primer* (Fourth edition). Oxford University Press. ISBN: 9780190165970

Physical book \$88.75; e-book rental \$35.00

https://bookstore.uwo.ca/textbook-search?campus=UWO&term=W2025A&courses%5B0%5D=001_UW/SOC3307F

Communication:

Students are responsible for checking the course [OWL Brightspace](#) site on a regular basis for news and updates. This is the primary method by which information will be disseminated to all students enrolled in the course.

If you need to reach me, please email me at tladams@uwo.ca.

Course Schedule and Readings:

The reading list and weekly schedule is available on the course Brightspace site”.

Method of Evaluation:

The evaluation methods described in the course outline are essential requirements for the course.

Class attendance	All weeks	10%
In-depth interview proposal	Oct 6, 2025	15%
(Auto) Ethnography Assignment	Oct 27, 2025	25%

In-Class Content Analysis Assignment	Nov 17, 2025	15%
Interview transcription, analysis and write-up	Dec 1, 2025	35%

Evaluation Details:

In-depth interview proposal: Identify a sociological problem. Identify research questions. Create a draft interview guide; Describe your recruitment strategy; produce your letter of information and consent form. Length = approximately 6-10 pages (double-spaced). Due October 6 2025

(Auto) Ethnography Assignment: Conduct an ethnography or auto-ethnography. This involves observing a site, collecting field notes, and analysing your data, or making notes on an experience that you have had personally and analysing them. Then write a brief report summarizing your observations. Answer the questions posed to you on the assignment sheet. Approximately 8-10 pages double-spaced. Due October 27 2025

Content Analysis Assignment: Content will be assigned to you. Choose content to analyse and answer the questions posed to you on the assignment. We will do this during class time, but you will be given extra time to complete the assignment. Due Nov 17 2025

Interview transcription, analysis and write-up: Conduct an interview (over zoom, face-time, in-person or phone). Analyse the interview transcripts for themes related to your research questions, and write a brief report on your findings. Submit your transcription, your thematic coding notes, and a brief write-up on your findings. Approximately 7-10 pages. Due Dec 1 2025

All written assignments should be submitted online through OWL Brightspace. Detailed guidelines on assignment components will be provided.

ALL ASSIGNMENT DEADLINES ARE FLEXIBLE. THERE IS A 72-HOUR SUBMISSION WINDOW DURING WHICH ASSIGNMENTS CAN BE HANDED IN AND NOT CONSIDERED LATE.

Should students submit their assessment beyond 72 hours past the deadline, a late penalty of 2% per day will be subtracted from the assessed grade. As flexible deadlines are used in this course, requests for academic consideration will not be granted, EXCEPT FOR THE FINAL ASSIGNMENT DUE DECEMBER 1st.

For this course the following assessment has been designated as requiring supporting documentation (for submissions beyond the 72-hour window): INTERVIEW TRANSCRIPTION, ANALYSIS AND WRITE-UP, DUE DECEMBER 1st 2025.

Student Absences:

If you are ill and cannot attend a lecture class, please email the professor before class (if possible). Attendance will be taken every class.

Use of Generative Artificial Intelligence (AI):

Within this course, students are permitted to use AI tools exclusively for information gathering. These tools are intended to enhance the learning experience by providing access to diverse information sources. However, it is essential that students critically evaluate the obtained information, exercise independent thinking, and engage in original research to synthesize and develop their own ideas, arguments and perspectives. The use of AI tools can serve as a starting point for exploring a topic, with students expected to uphold academic integrity by appropriately attributing all sources of information and avoiding plagiarism. Essays, written assignments and/or lab reports should reflect the student's own thoughts and independent written work. Students should also generate their own figures (e.g., graphs, diagrams) rather than using AI generated ones. By adhering to these guidelines, students contribute to a responsible and effective learning environment that promotes critical thinking, independent inquiry and all them to produce original written contributions. The same principles also apply to the use of translation software to support the writing the essays and other written assessments.

Electronic Devices:

Students may use a laptop in class and during in-class assignments.

Academic Offences: Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following website: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Students must write their assignments in their own words. Whenever students take an idea from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major scholastic offence.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<https://www.turnitin.com/>).

Students are expected to retain all research notes, rough drafts, essay outlines, and other materials used in preparing assignments. In the unlikely event of concerns being raised about the authenticity of any assignment, your instructor may ask you to produce these materials; an inability to do so may weigh heavily against you.

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

Copyright: Students may not record or distribute any class activity, including conversations during office hours, without written permission from the instructor, except as necessary as part of approved accommodations for students with disabilities. Any approved recordings may only be used for the student's own private use.

Absence from Course Commitments: Students must familiarize themselves with the [Policy on Academic Consideration](#) – Undergraduate Students in First Entry Programs https://uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf

Students missing course work for medical, compassionate or extenuating circumstances can request academic consideration by completing a request using the Student Absence Portal (SAP) https://registrar.uwo.ca/academics/academic_considerations/index.html . Students are permitted one academic consideration request per course per term without supporting documentation. Note that supporting documentation is always required for academic consideration requests for examinations scheduled by the office of the registrar (e.g. December and April exams) and for practical laboratory and performance tests typically scheduled during the last week of the term. Students should also note that the instructor may designate one assessment per course per term that requires supporting documentation. This designated assessment is described in the course outline. Supporting documentation for academic considerations for absences due to illness must include the completed Western Student Medical Certificate (SMC) <https://registrar.uwo.ca/academics/pdfs/student-medical-certificate.pdf> or, where that is not possible, equivalent documentation by a health care practitioner. Students must request academic consideration as soon as possible and no later than 48 hours after the missed assessment.

Once the request and supporting documentation have been received and reviewed, appropriate academic consideration, if granted, shall be determined by the instructor in consultation with the academic advisor, in a manner consistent with the course outline. Students with an approved absence from an in-class test or exam will be required to write a makeup exam, unless otherwise specified in the course outline. The course instructor or teaching assistant(s) may not be available to respond to questions during the makeup text/exam. Students should be aware that the make-up test/exam will not necessarily be in the same format, be of the same duration, or cover the same material as the original test/exam.

Note: missed work can *only* be excused through one of the mechanisms above. Being asked not to attend an in-person course requirement due to potential COVID-19 symptoms is **not** sufficient on its own. Students should check the Western website to see what directives for Covid are to be followed. Western has been and will continue to follow directives established by the Middlesex-London Health Unit. That directive will state whether students should or should not come to campus/class and any other requirements (e.g., masks are mandatory). Please check on your own and do not email the instructor, the Department Undergraduate Advisor/Coordinator or the Faculty Academic Counselling Office.

Students who fail to write a make-up test or special examination will receive a grade of zero on that assessment. No other make-up opportunities will be provided unless further academic consideration is granted by the student's Home Faculty Academic Counselling office.

Religious Accommodation: Students should review the policy for Accommodation for Religious Holidays https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_religious.pdf. Where a student will be unable to write examinations and term tests due to a conflicting religious holiday, they should inform their instructors as soon as possible but not later than two weeks prior to writing the examination/term test. In the case of conflict with a midterm test, students should inform their instructor as soon as possible but not later than one week prior to the midterm.

Contingency plan for an in-person class pivoting to 100% online learning: In the event of a COVID-19 resurgence or University approved emergency during the course that necessitates the course delivery moving away from face-to-face interaction, affected course content will be delivered entirely online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL Brightspace for students to view at their convenience). The grading scheme will **not** change. Any remaining assessments will also be conducted online as determined by the course instructor.

Code of Student Conduct: It is the responsibility of every student to read the Code and familiarize him or herself with its contents. The Code is available at http://www.uwo.ca/univsec/pdf/academic_policies/appeals/code_of_conduct.pdf. Sanctions for non-compliance range from a warning or reprimand to expulsion from the University.

Student Responsibility: Students in a degree program must select courses in accordance with the published requirements. Students are responsible for ensuring that their selection of courses is appropriate and accurately recorded, that all course prerequisites have been successfully completed, and

that they are aware of any antirequisite course(s) they may have taken. Students must familiarize themselves with the Student Responsibility for Course Selection policy https://www.uwo.ca/univsec/pdf/academic_policies/general/academic_counselling.pdf and the Registration and Progression policy https://uwo.ca/univsec/pdf/academic_policies/registration_progression_grad/registration_progression.pdf. Students are responsible for the successful completion of the Graduation Requirements for their degree program https://uwo.ca/univsec/pdf/academic_policies/registration_progression_grad/graduation.pdf.

Support Services:

Office of the Registrar Services <http://www.registrar.uwo.ca>

[Faculty Academic Advising](#) - Please visit your Home Faculty Academic advising webpage for information regarding adding/dropping courses, important dates, academic considerations for absences, appeals, exam conflicts, and many other academic related matters https://registrar.uwo.ca/faculty_academic_counselling.html.

[USC services](#) offers information about student the health/dental plan, Bus Pass, food support services, Peer support Centre etc <http://westernusc.ca/services/>.

[Mental health](#) – Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

[Health & Wellness Services](#) – Registered part-time and full-time students can book a physical health appointment at <https://www.uwo.ca/health/shs/index.html>. Additional on-campus services are also available <https://www.uwo.ca/health/shs/services/index.html>.

[Accessible Education](#) provides supports and services to students with disabilities at Western, in all programs and faculties. Students with disabilities or accessibility challenges should work with Accessible Education (formerly SSD) http://academicsupport.uwo.ca/accessible_education/index.html, which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing.

[Gender-Based and Sexual Violence](#) – Western is committed to reducing incidents of gender-based and sexual violence (GBSV) and providing compassionate support to anyone who is going through or has gone through these traumatic events. If you are experiencing or have experience GBSV (either recently or in the past), you will find information about support services for survivors, including emergency contacts at the following website: http://uwo.ca/health/student_support/survivor_support/get-help.html

[Western Libraries](#) – Visit the many library locations on campus. Western Libraries provide access to material in physical and digital formats <https://www.lib.uwo.ca/catalogue/index.html>. Research support is available <https://www.lib.uwo.ca/research/index.html>.

[Writing support](#) – Online writing resources, writing support and writing modules are available <https://writing.uwo.ca/undergrads/>

Bookstore: Search for Textbook availability and cost <https://bookstore.uwo.ca/textbook-search>