

HLP 6535: RESEARCH METHODS

Fall 2018 (Class# 18891; 3 credits)

Time: Monday 7-9 (1:55 - 4:55PM)

Classroom: FLG 265

Instructors: Dr. Yong Jae Ko

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Office Hours: Monday (9:00 - 11:00PM), Wednesday (9:00 - 11:00AM), or by appointment.

It is your right as a student to have full access to the instructor. I am glad to talk with you about the class or any assignments whenever you need me. Please contact me if you ever have any questions or concerns about anything related to the class.

COURSE PURPOSE:

The purpose of this course is to provide graduate students in the Department of Tourism, Recreation and Sport Management (TRSM) and related fields with an introductory survey of research methods. Lectures and field-based participation prepare the student to understand key components of academic/business research (research problem, hypothesis, review of literature, questionnaire design, pilot data collection and analyses, formulation of a research proposal, and research presentations). Ultimately, the basic understanding of the research methods will enhance decision making ability in solving various research/business problems

COURSE OBJECTIVES:

The course activities, experiences, assignments, and sequence are intended to provide opportunities for class members to accomplish the following:

Course Objectives	Learning Outcomes	Assessment Tool
1. Understand relevant lines of inquiry, and contemporary research issues involved in TRSM.	Content knowledge, Critical thinking	Project, assignment
2. Be able to identify and develop a research idea.	Content knowledge Critical thinking	Project, exam
3. Be able to conduct a critical review of literature related to TRSM.	Content knowledge, Critical thinking	Project, assignment
4. Understand qualitative and quantitative research designs relevant to research problem.	Content knowledge	Project, exam
5. Be able to develop a valid and reliable survey questionnaire.	Content knowledge, Critical thinking	Assignment, exam
6. Be able to select an appropriate target population and sampling method.	Content knowledge, Critical thinking	Project, exam
7. Be able to locate appropriate data analysis approach.	Content knowledge, Critical thinking	Project, exam
8. Prepare a research proposal related to TRSM.	Content knowledge Critical thinking	Project
9. Prepare a research presentation	Content knowledge, Communication	Project

TEXTBOOK(S):

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2012). *Business Research Methods* (9th ed.). New York: South-Western College Pub.

EVALUATION/GRADING SYSTEM:

The final grade of a student is based upon his/her overall performance and contribution in the following areas.

Evaluation (point)

1. Problem Statement	10
2. Article Review	10
3. Questionnaire selection/development	20
5. Exam	20
4. Research proposal (30 points) and presentation (5 points)	35
6. In-Class Exercises/Participation	5
Total	100

Grading

A = 100-93	C(S) = 76-73
A- = 92-90	C-(U) = 72-70
B+ = 89-87	D+ = 69-67
B = 86-83	D = 66-63
B- = 82-80	D- = 62-60
C+ = 79-77	E = 59-0

More information on grades and grading policies is here:
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Honor Code Policy:

“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”

Please refer to the University of Florida Honor Code for a complete explanation of the UF Academic Honesty Policy. This will be strictly enforced.

- 1. Problem statement:** Each student needs to write a one-page problem statement, which fits the area of your research and business interest. You must find at least 5 current articles (no earlier than year 2010) from academic journals and 5 business/industry reports in the area that are related to this problem. You need to add a reference list of these articles in the problem statement assignment, and submit electronic copies of the articles to me.
- 2. Article Review:** The purpose of this assignment is to train students to think critically about a piece of research rather than just blindly accept the research as sound. Each student will choose 2 relevant articles from their academic (1 article) and business field (1 article) and review them based on conceptual and empirical soundness, communication, and contribution. Each student will present their review to the class on an assigned date. Please prepare your handouts and submit your file to e-learning (Canvas).
- 3. Questionnaire Selection/Development:** To address the research topic of interest, the student should identify the best measure(s) through the review of literature process. When such a measure is not available, the student will have to develop a scale using inductive or deductive procedures and conduct examinations for validity and reliability. Lectures will be provided on fundamental measurement theories.
- 4. Examination:** The examination includes definitions, short answers and multiple choice questions. In addition to the textbook, lecture outlines and handouts will be given to the students as supplementary to the textbook. Therefore, textbook, lecture outlines, handouts, class notes, and homework assignments need to be reviewed for the preparation of the examination.
- 5. Proposal Formulation:** Each group of 3-4 individuals is required to formulate a research proposal, following an APA journal article format. The proposal should include the following sections: introduction, literature review and method (participants, measurement, data collection procedures, analysis procedures, references, tables, and figures). Results and discussion sections are optional. Using the selected/developed questionnaire, each student is expected to conduct a pilot study involving a convenient sample of 30 or more research participants. Students will be guided for appropriate procedures of data entry and basic analyses. Lectures will be provided on basic statistical procedures.

Proposal Presentation: Each student will make a 20-minute presentation on the research proposal to the class. The presentation should include a research problem, research questions and/or hypotheses, literature review, and method. A multimedia computer presentation must be utilized. **Critical Review of Literature:** Each student needs to contribute to a critical review of literature. The review should be a minimum of 5 pages. Based on the commonalities among the topics of the literature reviews, students in the class are arranged into groups with 4-5 individuals. Among the research topics reviewed by group members, a group needs to decide on one specific research topic.
- 6. Attendance and Participation:** Your attendance and participation are expected as a natural expression of your commitment to your academic major and, most importantly, your desire to succeed. In addition, it provides you with the opportunity to contribute to our class discussions. If you are absent for any reason, you are expected to check with other students to find out about lecture assignments or announcements. Each absence will result in 1 point reduction in the final grade (100 points – maximum point you can earn). Excused absences are consistent with university policies in the undergraduate catalog (<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>) and require appropriate documentation.

ASSIGNMENT POLICIES:

Assignments are due in class on the specified day. Anytime thereafter the assignment is considered late. It is your responsibility to turn in your assignments. Make arrangements with someone to deliver your assignment if you must be absent. Assignments turned in one day late will be deducted 20% of their grade. Assignments turned in two days late will receive zero points. All assignments and papers must be typed. Use spell-check and proofread your work. It makes your papers not only easier to read, but you will receive a better grade. All referencing and formatting of papers must be in APA form (6th edition; e.g., double-spaced, 1" margins, 12-point font, and list of references). Failure to do so will result in a lower score on a given assignment. If you need extra help in preparing for classes, writing your papers, or any other type of academic development, please go to the Reading and Writing Center (<http://www.at.ufl.edu/rwcenter>). They have a great number of excellent resources to help you.

DISABILITY STATEMENT:

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

COURSE EVALUATION:

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/>.

CLASS DEMEANOR:

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

UNIVERSITY HONESTY POLICY:

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

COUNSELING AND WELLNESS CENTER:

Contact information for the Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Fall 2018 (Schedule)

Week 1 – August 27

Course introduction; the nature and purpose of research.

Week 2 – September 3

Holiday

Week 3 – September 10

Role of business research (Chapter 1 & 3)

The business research process (Chapter 4)

Week 4 – September 17

Problem definition: The foundation of business research (Chapter 6)

Week 5 – September 24

Reading research report and literature review

Exam review

Due: Statement of Problem

Week 6 – October 1

Exam I

Week 7 – October 8

Secondary data research in a digital age (Chapter 8)

Week 8 – October 15

Survey research (Chapter 9)

Article Synopsis & Presentation

Week 9 – October 22

Measurement and scaling concept (Chapter 13); Attitude measurement (Chapter 14)

Questionnaire design (Chapter 15)

Week 10 – October 29

Sampling (Chapter 16)

Week 11 – November 5

Data collection (Chapter 10)

Week 12 – November 12

Veterans Day (No class)

Week 13 – November 19

Ethical concerns in research (Chapter 5)

Due: Questionnaire development

Week 14 – November 26

Thanksgiving (No class)

Week 15 – December 3

Due: Research proposal/Presentation

APPENDIX A – RELATED RESEARCH JOURNALS

TRSM	Business
<ul style="list-style-type: none"> ▪ Annals of Tourism Research ▪ Event Management ▪ European Sport Management Quarterly ▪ International Journal of Sport Management ▪ International Journal of Sport Marketing & Sponsorship ▪ International Journal of Sport Management and Marketing ▪ International Sport Journal ▪ Journal of Hospitality, Leisure, Sports and Tourism Education ▪ Journal of Hospitality and Leisure Marketing ▪ Journal of Hospitality and Tourism Management ▪ Journal of Legal Aspects of Sport ▪ Journal of Leisure Research ▪ Journal of Park and Recreation Administration ▪ Journal of Sport Behavior ▪ Journal of Sport Economics ▪ Journal of Sport Finance ▪ Journal of Sport Management ▪ Journal of Sport and Social Issues ▪ Journal of Sport & Tourism ▪ Leisure Sciences ▪ Measurement in Physical Education and Exercise Science ▪ Quest ▪ Research Quarterly for Exercise and Sport ▪ Sport Management Review ▪ Sport Marketing Quarterly ▪ Sociology of Sport Journal ▪ Tourism Management ▪ Tourism Review International 	<ul style="list-style-type: none"> ▪ Advances in Consumer Research ▪ Advances in Services Marketing and Management ▪ Academy of Management Executive ▪ Academy of Management Review ▪ Academy of Management Journal ▪ Advances in Services Marketing and Management ▪ European Journal of Marketing ▪ Human Relations ▪ International Journal of Market Research ▪ Journal of Academy of Marketing Science ▪ Journal of Advertising ▪ Journal of Business Communications ▪ Journal of Business Research ▪ Journal of Consumer Psychology ▪ Journal of Consumer Research ▪ Journal of International Marketing ▪ Journal of Management Research ▪ Journal of Marketing ▪ Journal of Organizational Behavior ▪ Journal of Service Research ▪ Journal of Services Marketing ▪ Journal of Management Information Systems ▪ MIS Quarterly ▪ Organizational Behavior and Human Decision Processes ▪ Organization Studies ▪ Psychology and Marketing