

HLP 6535 (SEC. 2770): RESEARCH METHODS
Fall 2009

Schedule: Wednesday 8-10 (3:00-6:00 p.m.)
 Classroom: FLG 0285
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Office Hours: Wednesday (12:50-2:50PM) & Thursday (12:50-3:50PM), 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 research (research problem, hypothesis, review of literature, questionnaire design, pilot data collection and analyses, formulation of a research report, and academic presentations). Ultimately, the basic understanding of the research methods will enhance decision making ability in solving various practical and research 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	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 analyze data using univariate and multivariate statistical procedures.	Content knowledge, Critical thinking	Assignment, exam
8. Prepare a research report related to TRSM.	Content knowledge Critical thinking	Project
9. Prepare a scholarly presentation	Content knowledge, Communication	Project

TEXTBOOK(S):

Baumgartner, T. A., & Hensley, L. D. (2006). *Conducting and Reading Research in Health and Human Performance* (4th ed.). New York: McGraw-Hill.
American Psychological Association. (2001). *Publication Manual* (5th ed.), Washington, DC: American Psychological Association

EVALUATION/GRADING SYSTEM:

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

Evaluation (%)

1. Problem Statement	5
2. Literature review synthesis (15 points) and presentation (5 points)	20
3. Questionnaire selection/design	10
4. Article Review (5 points for each article)	10
5. Research report (15 points) and presentation (5 points)	20
6. Exams (2 – 15 points for each exam)	30
7. In-Class Exercises/Participation/Attendance	5
Total	100

Grading

A = 92 plus	C+ = 77 - 79
A- = 89 - 91	C = 71 - 76
B+ = 87 - 88	C- = 69 - 70
B = 83 - 86	D+ = 67 - 68
B- = 80 - 85	D = 61 - 66
	F = 60 & below

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 interest. You must find at least 7 current articles (no earlier than year 2000) from academic journals in the area of TRSM that are related to this problem. You need to attach a reference list of these articles but be prepared to attach the articles for the following assignment.
- 2. Critical Review of Literature:** Each student needs to complete a critical review of literature. The review should be a minimum of 5 pages. Topics will be presented in class in a Power point format. The presentation will be 7-10 minutes and it will include the problem statement and the discussion of the literature synthesis. Maximum 5 minutes will be allocated to each presenter to answer questions. Based on the commonalities among the topics of the literature reviews, students in the class are arranged into groups with 3-4 individuals. Among the research topics reviewed by group members, a group needs to decide on one specific research topic.
- 3. Questionnaire Selection/Design:** To address the research topic of a group, the group should identify a 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. Article Review:** The purpose of these papers 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 field 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 WebCT.
- 5. Report Formulation:** Each group is required to formulate a research report, following an APA journal article format. The report should include the following sections: introduction, method (participants, measurement, data collection procedures, and analyses), results, discussion, references, tables, and figures. Using the selected/developed instrument, each group is expected to conduct a pilot study involving a convenient sample of 40 or more research participants. Students will be guided for appropriate procedures of data entry and analyses. Lectures will be provided on basic statistical procedures.

Report Presentation: Each group will make a 25-minute presentation on the research paper to the class. The presentation should include a research problem, research questions and/or hypotheses, literature review, method, findings, and a discussion of implications. A multimedia computer presentation must be utilized.
- 6. 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.
- 7. 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. After two absences, each additional absence will result in 1 point deduction. During class discussion, conduct yourself in a professional manner. Avoid profanity, prejudicial slurs, and ridicule. The rule is respect.

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 (5th 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 requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation”

APPENDIX A – RELATED RESEARCH JOURNALS

TRSM	Business
<ul style="list-style-type: none">▪ AAHPERD (American Alliance for Health, Physical Education, Recreation & Dance)▪ 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▪ Journal of Business Communications▪ Journal of Business Research▪ Journal of Consumer Psychology▪ Journal of Consumer Research▪ Journal of Management Research▪ Journal of Marketing▪ Journal of Organizational Behavior▪ Journal of Service Research▪ Journal of Management Information Systems▪ MIS Quarterly▪ Organizational Behavior and Human Decision Processes▪ Organizational Studies▪ Psychology and Marketing

