**CURE 1009 Research Methods in Cultural Studies**

***Semester theme: Online Citizens and Celebrities***

**(1st Term, 2017-18)**





Time Mondays 10:30am-1:15pm (lecture and tutorial)

Lecture: Mon 10:30-12:15 (Professor Katrien Jacobs)

Tutorial 1: Mon 12:30 – 1:15

Tutorial 2: Mon 12:30 – 1:15

Instructor Prof. Katrien Jacobs

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Office Hours: Mondays 2pm-4pm

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Tutorials will take place right after the lecture. You will be divided in two different tutorial groups.

**Interactive Classroom**: Lectures and workshop sessions will take place in an *interactive classroom* (Sino UG06). During workshop sessions (week 6, week 8, week 11 and week 12) you will be divided into small groups. Each group will get a workshop table and a screen. One person in each group will need to bring to class an “Apple device” (a Macintosh laptop or tablet) to be able to connect to a screen.

**Language of instruction:** Classes and assignments will be carried out in the English language and your active participation in both lectures and tutorials will be required. You can carry out your ethnographic fieldwork in Cantonese or any language of your choice, but you need to present the results in English.

**Course Topic:** In this course you will learn how to conduct Cultural Studies research for academic projects, professional and for personal purposes. You will learn how to become an imaginative and skilled researcher in this field. You will have a chance to practice different “qualitative” research methods such as proposal writing, selecting theory and background literature, ethnographic observation and participation, content analysis through a series of practical assignments and a group research project.

This course can only serve as an introduction to various ways of doing Cultural Studies; and the methods discussed are definitely not exhaustive. It requires you to take a critical and imaginative attitude towards research methods, and to be able to value the importance of studying culture in an interdisciplinary manner.

**Micro-modules**: Some of the course content will be delivered to you by means of “micro-modules,” or online videos that you have to watch at home.

**Online Citizens:** You will learn how to become online citizens by posting intelligent and charming messages on the Blackboard discussion board and by producing a blog/website for your final assignment.

**Assessment (details to be announced)**

1. Attendance and participation; Blackboard postings; exercises 30%

You will be asked to use the Blackboard discussion board to post some of your assignments and to comment on those of students. DUE DATES WILL BE ANNOUNCED,

2. Mid-Term Presentation: Online Citizens and Celebrities

30% (DUE WEEK 9 LECTURE)

You will work in a small group in carry out an exercise in observing and analyzing a specific recent social or political issue that has evoked significant reactions on social media sites. You will analyze a social media network and its actresses/actors(s) and argue whether or not this network has impacted Hong Kong culture.

3. Ethnographic Project: Group Blog, paper and presentation: Hong Kong Subjects and Sexuality 40% (DUE WEEK 14 LECTURE)

You will work in small groups to do research about sexuality in Hong Kong. The projects should lead to a project paper and blog/website and presentation. The paper and website/blog should include the following components:

-Research Proposal (1 page)

-Research Questions (0.5 page)

-Background Literature (2 pages)

-Interview Subject(s) (1 page)

-Observation of Social Spaces – physical spaces and online spaces used by subjects (2 pages)

-Audio-visual Documentation (photos or video)

-Conclusion: Research Outcomes (2 pages)

-Bibliography (1 page)

**COURSE CONTENT & SCHEDULE (subject to change)**

**Week 1. Sept 4 Inauguration ceremony, no class**

**Week 2. Sept 11 Introduction Course and semester themes**

Introduction course content

Homework (due week 3 before lecture)

Read the article by Wagner, pp.26-43

Take 3 take pictures of yourself and others in your neighborhood and explain in 500 words how you fit or do not fit. Post on the Blackboard Discussion Board under the heading “Sense of Place: Fit or Misfit”

**Week 3. Sept 18 What is Ethnography? Documenting Cultures and Neighborhoods.**

Reading:

Jon Wagner, “Documentary Photography, Fieldwork, and Social Research” In *Visual Research Methods*

Workshop/tutorial: Students look at each other’s “Sense of Place: Fit or Misfit Exercises.” They grade each other’s work and give comments.

**Week 4. Sept 25 Susan Sontag and The Aesthetics of Propaganda**

Reading: Susan Sontag “Fascinating Fascism”

<http://www.history.ucsb.edu/faculty/marcuse/classes/33d/33dTexts/SontagFascinFascism75.htm>

Tutorial

Discussion of Susan Sontag article

**Week 5. Oct 2 No Class National Holiday**

**Week 6. Oct 9 I am that Charming Message**

Homework 1: Watch micro-module 1 “I am that Charming Message” before class

Homework 2: Student post a 300-500 word “charming” message about Susan Sontag’s article. Post before the lecture, *deadline Monday oct 9,10am.*

Workshop: Students practice writing charming messages.

**Week 7. Oct 16 Online Activists and Celebrities**

Homework: Watch Micro-Module 2 “Will the Revolution be Tweeted?”

Reading:

Malcolm Gladwell, “Small Change: Why the Revolution Will Not be Tweeted” (*The New Yorker*, October 4, 2010)

<http://www.newyorker.com/magazine/2010/10/04/small-change-malcolm-gladwell>

Guest Lecture, Ms. Egret Chow about online celebrities

**Week 8. Oct 23 Researching Online Citizens and Celebrities**

Homework: Watch Micro-Module 3 “My Dear Beloved Medium” before class.

Lab Session: Students work in small groups and select a topic for their own their mid-term presentations on online citizens and celebrities. They carry out exercises about researching social media according to guidelines.

**Week 9. Oct 30 Midterm presentations: Online Subjects and Celebrities No Tutorials that day.**

**Week 10. Nov 7 Researching Sexualities**

Lecture on Sexuality Studies

Screening excerpts:

Bill Condon, Kinsey

YouTube Coming Out Videos

https://www.youtube.com/watch?v=7J-GXbkh5os

Reading:

Ruth Holliday, “Using Video Diaries to Discuss Sexualities”

Tutorial:

a. Discussion of Kinsey method versus Holliday Method

b. Final Project proposals (To be posted on BB by week 11)

**Week 11. Nov 13. Sex and Sensitivities: Interviewing Methods and Ethnographic Observation**

Homework: Project Proposals Due

Readings:

Katrien Jacobs, “Sex Scandal Science in Hong Kong”

Lab Session (1)

Final Projects:

-How to recruit subjects for your project?

-How to interview people in HK about sensitive topics?

Lab Session (2) Creating a Blog

-How to create a basic blog on wix.com?

**Week 12. Nov 20 Final Project Troubleshooting: Mandatory Session**

**Week 13. Nov 27 Final Project Presentations**

**Week 14. Friday Dec 4, 6pm deadline final projects**

Outcomes-based Teaching and Learning

1. Knowledge Outcomes

- Holistic approach to acquiring knowledge:

-Trans-disciplinary approach

- Historical and contemporary studies, including comparison and contrast

- Cross cultural contexts, including local, regional, and global

- Specialized and professional knowledge:

- Cultural approach to the study of contemporary living

- Cultural embedding of representation and the media

1. Skills Outcomes (Generic and Discipline/Professional)

-Textual and con-textual analysis

-Cultural appreciation and cultural criticism

-Critical and creative thinking

-Visual literacy

-Care for the wider community, concern for minority interests

1. Attitude Outcomes

-Aware of multicultural communities and respect for the other

-Being confident in expressing ones ideas

-Board-minded but strong in critical evaluation

Honesty in Academic Work: A Guide for Students and Teachers

Attention is drawn to University policy and regulations on honesty in academic work, and to the disciplinary guidelines and procedures applicable to breaches of such policy and regulations. Details may be found at <http://www.cuhk.edu.hk/policy/academichonesty/>

With each assignment, students will be required to submit a signed declaration that they are aware of these policies, regulations, guidelines and procedures. For group projects, all students of the same group should be asked to sign on the declaration. For assignments in the form of a computer-generated document that is principally text-based and submitted via the plagiarism detection engine VeriGuide, the statement, in the form of a receipt, will be issued by the system upon students’ uploading of the soft copy of the assignment. Assignments without the receipt will not be graded by teachers. Only the final version of the assignment should be submitted via VeriGuide.