



## Research Methods in Intercultural Communication

23 August 2021 - 27 August 2021

Location: Online

Course leader: TBC

Information: [m.elchami@uu.nl](mailto:m.elchami@uu.nl)

Literature: Zhu Hua (2016). *Research Methods in Intercultural Communication: A Practical Guide*. Wiley Blackwell.

This course gives an introduction to the main research methods for the study of intercultural communication. After a theoretical introduction to the methods mentioned in the day-by-day schedule and a discussion about the possibilities and limitations of each method, we will discuss actual research (in some cases by students in the Intercultural Communication Master's programme). In the afternoon sessions we will take a more hands-on approach in which we will collect and analyze data. Because of the different backgrounds of participants in this course, applying these methods in these afternoon sessions will give insight in intercultural communication as well as in the methods themselves.

### Day 1: 23 August 2020 (9:00-11:30 – break – 13.00-15:00)

Theme: Research questions and ethical intercultural research

Zhu Hua (2015) Ch. 5 and 7

Afternoon session: discussion: research methods and best practices

### Day 2: 24 August 2020 (9:00-11:30 – break – 13.00-15:00)

Methods: Questionnaires, surveys and interviews

Zhu Hua (2016) Ch. 11 and 12

Afternoon session: questionnaire development and interview practice. The conversation in this session will be used for conversation analysis on day 3.

### Day 3: 25 August 2020 (9:00-11:30 – break – 13.00-15:00)

Methods: The critical incident technique and conversation analysis

Zhu Hua (2016) Ch. 15 and 20

Afternoon session: analysis of conversation from day 2.

### Day 4: 26 August 2020 (9:00-11:30 – break – 13.00-15:00)

Methods: Ethnography and virtual ethnography

Zhu Hua (2016) Ch. 16 and 17

Afternoon session: (virtual) ethnography, with attention for mixed methods.

### Day 5: 27 August 2020 (9:00-11:30 – break – 13.00-15:00)

Methods: Critical discourse analysis and corpus analysis

Afternoon session: presentations of research designs

Zhu Hua (2016) Ch. 19 and 21

