

**School of Communication / New Media and Communication Systems**

**2024 - 2025 Academic Year**

**NEW MEDIA RESEARCH**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
NEW MEDIA RESEARCH	YMI3174550	Fall Semester	2+1	2,5	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assist.Prof. Ahmet Serkan OKAY				
<b>Name of Lecturer(s)</b>	Assist.Prof. Muhammed Akif ALBAYRAK				
<b>Assistant(s)</b>					
<b>Aim</b>	The student gains awareness about new studies and tools within the scope of new media. Learns models and strategies and transfers them to new media research.				
<b>Course Content</b>	This course contains; Introduction New Media,New Communication Technologies,Features of New Media,New Media Studies,Research Methods,Quantitative Research Techniques in New Media,Qualitative Research Techniques in New Media,Content Analysis in New Media,Project Presentations,Project Presentations,Project Presentations,Project Presentations,Project Presentations.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Use concepts and terms of new media			18, 9	A, E	
Designs projects in new media using models and strategies			10, 13, 5, 9	A	
Define key performans indicators.			18, 9	E	
Comprehend the relationship between new media, communication industry and emerging technologies.			18, 9	A, E	
<b>Teaching Methods</b>	10: Discussion Method, 13: Case Study Method, 18: Micro Teaching Technique, 5: Cooperative Learning, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, E: Homework				
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction New Media	Related Reading			
2	New Communication Technologies	Related Reading			
3	Features of New Media	Related Reading			
4	New Media Studies	Related Reading			
5	Research Methods	Related Reading			
6	Quantitative Research Techniques in New Media	Related Reading			
7	Qualitative Research Techniques in New Media	Related Reading			
8	Content Analysis in New Media	Related Reading			
9	Project Presentations	Article Reading			
11	Project Presentations	Article Reading			
12	Project Presentations	Article Reading			
13	Project Presentations	Article Reading			
14	Project Presentations	Article Reading			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>
Mutlu Binark, Yeni Medya Çalışmaları, Dipnot yayınları, Ankara,2007 Mutlu Binark, Yeni Medya Çalışmalarında Araştırma Yöntem ve Teknikleri, Ayrıntı Yayınları BİNARK, F. M. Et Al. 2020. Yeni Medya Araştırmalarında Etik Bakış Açısı ve Uygulamalar . Alternatif Bilişim Derneği, Ankara. Aydoğan, Filiz. Endüstri 4.0 ve Dijital Medya. İstanbul: Der Yayınevi. 2019. Ders Notları