

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**RESEARCH METHODS**

**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>
RESEARCH METHODS	PR4112015	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Prof.Dr. Ayşen AKYÜZ				
<b>Name of Lecturer(s)</b>	Prof.Dr. Serhat YÜKSEL				
<b>Assistant(s)</b>					
<b>Aim</b>	The aim of this course is, to comprehend the basic features of research methods and to learn the functions of research methods.				
<b>Course Content</b>	This course contains; What is Research? What is Scientific Research,What is Information? What is Scientific Information,What is the Scientific Method? What are the Types?,What is Data? What are Data Collection Methods?,Sample and determination of Sample,Literature Review,Literature Review with Programs in Databases,Literature Review with Programs in Databases-2,Assessment of Student Studies,Assessment of Student Studies,Assessment of Student Studies,Assessment of Student Studies,Assessment of Student Studies,Assessment of Student Studies,Assessment of Student Studies and General Evaluation.				
<b>Course Learning Outcomes</b>		<b>Teaching Methods</b>		<b>Assessment Methods</b>	
Define the research methods		14, 2, 6, 8		E	
Explain the methods of research		10, 16, 2, 6		E	
Plan the research process		14, 2		D, E	
<b>Teaching Methods</b>	10: Discussion Method, 14: Self Study Method, 16: Question - Answer Technique, 2: Project Based Learning Model, 6: Experiential Learning, 8: Flipped Classroom Learning				
<b>Assessment Methods</b>	D: Oral Exam, E: Homework				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	What is Research? What is Scientific Research	Related reading			
2	What is Information? What is Scientific Information	Related reading			
3	What is the Scientific Method? What are the Types?	Related reading			
4	What is Data? What are Data Collection Methods?				
5	Sample and determination of Sample				
6	Literature Review				
6	Literature Review with Programs in Databases				
7	Literature Review with Programs in Databases-2	Exercise			
8	Assessment of Student Studies				
9	Assessment of Student Studies				
10	Assessment of Student Studies				
11	Assessment of Student Studies				
12	Assessment of Student Studies				
13	Assessment of Student Studies				
14	Assessment of Student Studies and General Evaluation				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			
<b>Resources</b>					
Lecture notes and databasesKarasar, N. (2009). Bilimsel Araştırma Yöntemi-Kavramlar, İlkeler, Teknikler. Ankara: Nobel Kaptan, S. (1995). Bilimsel Araştırma ve İstatistik Teknikleri, Ankara. Balcı, A. Sosyal Bilimlerde Araştırma, Yöntem, Teknik ve İlkeler. 7. Baskı,Ankara: Pegem Akademi. Büyüköztürk, Ş.,vd. (2009). Bilimsel Araştırma Yöntemleri. 3. Baskı. Ankara:Pegem Akademi. Ural, A., Kılıç, İ. (2005). Bilimsel Araştırma Süreci ve SPSS Veri Analizi. Ankara:Detay Yayıncılık. Huber, E., Uzun, L. (2001). Metin Türü ve Yazma Edimi ilişkisi: Bilimsel Metin Yazma Edimi. Dilbilim Araştırmaları 2001. s.9-35. İstanbul: Boğaziçi Üniversitesi Yayınevi. Çeşitli örnek araştırma yazıları ve tezler.					