

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
SPSS PRACTICES in COMMUNICATION STUDIES	HR3111616	Fall Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. İhsan EKEN				
Name of Lecturer(s)	Assoc.Prof. İhsan EKEN				
Assistant(s)					
Aim	The aim of this course is to create the information infrastructure that will enable the participants to carry out their studies efficiently by transferring the basic statistical tools and analysis processes used in business, bachelor, master, doctorate field by making data analysis easily with the help of statistical programs such as spss package programs and to teach the application of this infrastructure.				
Course Content	This course contains; Introduction, explanation of lesson processing and content ,Scientific Research Process ,Hypothesis and variables,Research Process: Defining the problem and knowledge,Research Process: Universe and sampling methods,Research Process : , Survey design and application methods,Introduction to SPSS, coding, data entry and sample applications 1 ,Practicing,Introduction to SPSS, coding, data entry and sample applications 2,Non-parametric tests: Chi-square, Man Whitney U, Sign, etc. Tests and SPSS Applications,Reliability and validity analysis and SPSS applications ,Factor analysis and SPSS applications,Research Report: Creating a report and writing a research project,Homework applications and presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Uses the basic concepts of research methods			10, 16, 9	A, D, E, H	
To be able to prepare a questionnaire			16, 8, 9	E, H	
To be able to use the data structures and scales based on the research			10, 16, 6	H	
To determine research objectives and to create hypothesis			16, 9	A, D, E	
To be able to design the research			16	A, D, E, F	
To be able to determine appropriate statistical methods for research			10, 16	A, D, E, F, H	
To be able to interpret statistical data and tables			10, 16, 9	A, E, F	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 6: Experiential Learning, 8: Flipped Classroom Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework, F: Project Task, H: Performance Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction, explanation of lesson processing and content				
2	Scientific Research Process	Reading the relevant section of the given source			
3	Hypothesis and variables	Reading the relevant section of the given source			
4	Research Process: Defining the problem and knowledge	Reading the relevant section of the given source			
5	Research Process: Universe and sampling methods	Reading the relevant section of the given source			
6	Research Process : , Survey design and application methods	Reading the relevant section of the given source			
7	Introduction to SPSS, coding, data entry and sample applications 1	Reading the relevant section of the given source			
8	Practicing	Reading the relevant section of the given source			
9	Introduction to SPSS, coding, data entry and sample applications 2	Reading the relevant section of the given source			
10	Non-parametric tests: Chi-square, Man Whitney U, Sign, etc. Tests and SPSS Applications	Reading the relevant section of the given source			
11	Reliability and validity analysis and SPSS applications	Reading the relevant section of the given source			
12	Factor analysis and SPSS applications	Reading the relevant section of the given source			
13	Research Report: Creating a report and writing a research project	Reading the relevant section of the given source			
14	Homework applications and presentations	Reading the relevant section of the given source			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
<p>Julie Pallant, SPSS Kullanma Kılavuzu Spss İle Adım Adım Veri Analizi, Anı Yayıncılık, 2. Baskı Fatma Lorcu, Örneklerle Veri Analizi SPSS Uygulamalı, Detay Yayıncılık Eyyub Yaraş ve Mahir Nakip, SPSS Uygulamalı - Pazarlama Araştırmalarına Giriş, Seçkin Yayıncılık, 5. Baskı Sait Gürbüz ve Faruk Şahin, Sosyal Bilimlerde Araştırma Yöntemleri, Seçkin Yayıncılık, 3. Baskı Nassim Nicholas Taleb, Siyah Kuğu, Varlık Yayınları, 8. Baskı Şener Büyüköztürk, Sosyal Bilimler İçin Veri Analizi El Kitabı, Pegem Yayıncılık Ercan Gegez, Pazarlama Araştırmaları, Beta Yayınları, 5. Baskı Alvin C. Burns ve Ronald F. Bush, Pazarlama Araştırması, Nobel Akademik Yayıncılık Seher Er, Pazarlama ve Kamuoyu Araştırma Alanları, Nobel Akademik Yayıncılık Kürşat Çağıltay, İnsan Bilgisayar Etkileşimi ve Kullanılabilirlik Mühendisliği: Teoriden Pratiğe, Odtü Yayıncılık Ray Poynter, İnternet ve Sosyal Medya Araştırmaları El Kitabı: Pazar Araştırmaları İçin Araçlar ve Teknikler, Optimist Kazım Özdamar, Paket Programlar ile İstatistiksel Veri Analizi Cilt:I- II, Şubat 2013</p>