

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

**2024 - 2025 Academic Year**

**RESEARCH TECHNIQUES**

**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 TECHNIQUES	YMI4150440	Fall Semester	3+0	3	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>	Assoc.Prof. İhsan EKEN				
<b>Name of Lecturer(s)</b>	Assoc.Prof. İhsan EKEN				
<b>Assistant(s)</b>					
<b>Aim</b>	The main purpose of the course is to teach quantitative and qualitative research methods which are necessary to handle a scientific research. The basics of a scientific research include the aim and design of the research with frequently used statistical methods and techniques along with its data management and analyses, its formal structure and presentation. The student is to have general information about how a scientific work is established and critical points to care.				
<b>Course Content</b>	This course contains; Scientific Method, Stages of Scientific Research (Process), Conceptual framework of the research theory, model, hypothesis, variable and operationalization, Research design: classification of research designs and methods, Quantitative and qualitative research methods, Research, universe, sample and sampling, Operational identification and measurement, Data collection techniques, Quantitative data analysis, Qualitative data analysis, Preparation of the research report, Ethics in scientific research, Examination of quantitative research examples, Nitel araştırma örnekleri inceleme.				
<b>Course Learning Outcomes</b>		<b>Teaching Methods</b>	<b>Assessment Methods</b>		
Understands the basic concepts of scientific research.		9	A, E		
Can use the stages of the research process.		9	A, E		
Knows data collection methods.		9	A, E		
Knows to apply the principles of scientific ethics.		9	A, E		
Knows quantitative and qualitative research methods.		9	A, E		
<b>Teaching Methods</b>	9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, E: Homework				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Scientific Method	The Students are advised to go through articles published in national/international journals with referees.			
2	Stages of Scientific Research (Process)	Creswell, J. W. (2014). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. Chapter 1.			
3	Conceptual framework of the research theory, model, hypothesis, variable and operationalization	the student needs some general information about social substratum, communication, media and communication science, logic and textual analysing, composition writing methods, as well. He also needs to know about induction and deduction of Aristotle's logical theory.			
4	Research design: classification of research designs and methods	the student needs some general information about social substratum, communication, media and communication science, logic and textual analysing, composition writing methods, as well. He also needs to know about induction and deduction of Aristotle's logical theory.			
5	Quantitative and qualitative research methods	Kumar, R. (2014). Research Methodology: A Step-by-Step Guide for Beginners. Chapter 2.			
6	Research, universe, sample and sampling	Wrench, J. S., Thomas-Maddox, C., & Richmond, V. P. (2017). Quantitative Research Methods for Communication. Chapter 3.			
7	Operational identification and measurement	Wrench, J. S., Thomas-Maddox, C., & Richmond, V. P. (2017). Quantitative Research Methods for Communication. Chapter 4.			
8	Data collection techniques	Cohen, L., Manion, L., & Morrison, K. (2018). Research Methods in Education. Chapter 5.			
9	Quantitative data analysis	Denzin, N. K., & Lincoln, Y. S. (Eds.). (2017). The SAGE Handbook of Qualitative Research. Chapter 6.			
10	Qualitative data analysis	Bordens, K. S., & Abbott, B. B. (2019). Research Design and Methods: A Process Approach. Chapter 7.			
11	Preparation of the research report	Booth, W. C., Colomb, G. G., & Williams, J. M. (2008). The Craft of Research. Chapter 8.			
12	Ethics in scientific research	Shaughnessy, J. J., Zechmeister, E. B., & Zechmeister, J. S. (2015). Research Methods in Psychology. Chapter 9.			
13	Examination of quantitative research examples	The student is given an article to review.			
14	Nitel araştırma örnekleri inceleme	The student is given an article to review.			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>	
1- Bilimsel Arş ve Yazma Teknikleri, Suat Cereci, Alfa Yay.	
2- Araştırma Yöntem ve Teknikleri, Rauf Ankan, Nobel Yay.	
Bilimsel Araştırma Yöntemi, Niyazi Karasar, Nobel Yay.	