

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

RESEARCH TECHNIQUES

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
RESEARCH TECHNIQUES	HR4150440	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assoc.Prof. İhsan EKEN				
Name of Lecturer(s)	Assoc.Prof. İhsan EKEN				
Assistant(s)					
Aim	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.				
Course Content	This course contains; Scientific Method and Basic concepts , Scientific Research methods; Types and qualities,Defining a problem; what are you going to search about? hypotheses, limitations, obstacles; Aristo's logical theory, proposals, induction and deduction, rationalization.,hypotheses, limitations, obstacles; Aristo's logical theory, proposals, induction and deduction, rationalization.,Sampling and Universe I;Data collecting- Reliability, Validity, surveys, observation, deep interviews, focus group meetings.,Sampling and Universe II,Quantitative Research Method I,Quantitative Research Method II,Qualitative Research Methods I,Qualitative Research Method II,Writing a "Research Summary",Writing a summary of a research,Overall Assessment.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
The student can explain basic concepts related to Scientific Researches, define the participants of science,describe what scientific mean,organise a scientific article about a problem on PRThe student is aware of the importance of a scientific work, its accuracy, limitations, hypotheses.				A, E	
Makes application with the concepts and terms of Scientific Research.				A, E	
He can collect data through literature method,describe what a hypothesis is; establish hypotheses,comprehend Aristo logic and his rationalizationmake proposals with deduction and induction method.				A, E	
Uses qualitative and qualitative research method concepts and terms and differ qualitative research from qualitative ones.				A, E	
The student canwrite a summary of a scientific article in a proper and correct way.				A, E	
Teaching Methods					
Assessment Methods			A: Traditional Written Exam, E: Homework		
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Scientific Method and Basic concepts	The Students are advised to go through articles published in national/international journals with referees.			
2	Scientific Research methods; Types and qualities				
3	Defining a problem; what are you going to search about? hypotheses, limitations, obstacles; Aristo's logical theory, proposals, induction and deduction, rationalization.	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	hypotheses, limitations, obstacles; Aristo's logical theory, proposals, induction and deduction, rationalization.	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	Sampling and Universe I;Data collecting- Reliability, Validity, surveys, observation, deep interviews, focus group meetings.				
7	Sampling and Universe II				
8	Quantitative Research Method I				
9	Quantitative Research Method II				
10	Qualitative Research Methods I				
11	Qualitative Research Method II				
12	Writing a "Research Summary"				
13	Writing a summary of a research				
14	Overall Assessment				
Evaluation Methods		Weight(%)			
(Midterm Exam) Quiz		%10			
(Midterm Exam) Quiz		%10			
Midterm Exam		40			
General Exam		60			

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Resources

- 1- Bilimsel Arş ve Yazma Teknikleri, Suat Cerci,Alfa Yay. 2- Araştırma Yöntem ve Teknikleri, Rauf Arıkan, Nobel Yay.
- Creswell, J. W. (2014). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. Sage Publications.
- Booth, W. C., Colomb, G. G., & Williams, J. M. (2008). The Craft of Research. University of Chicago Press.
- Kumar, R. (2014). Research Methodology: A Step-by-Step Guide for Beginners. Sage Publications.
- Creswell, J. W., & Poth, C. N. (2017). Qualitative Inquiry and Research Design: Choosing Among Five Approaches. Sage Publications.
- Wrench, J. S., Thomas-Maddox, C., & Richmond, V. P. (2017). Quantitative Research Methods for Communication. Oxford University Press.
- Cohen, L., Manion, L., & Morrison, K. (2018). Research Methods in Education. Routledge.
- Saunders, M., Lewis, P., & Thornhill, A. (2019). Research Methods for Business Students. Pearson.
- Denzin, N. K., & Lincoln, Y. S. (Eds.). (2017). The SAGE Handbook of Qualitative Research. Sage Publications.
- Bordens, K. S., & Abbott, B. B. (2019). Research Design and Methods: A Process Approach. McGraw-Hill Education.
- Shaughnessy, J. J., Zechmeister, E. B., & Zechmeister, J. S. (2015). Research Methods in Psychology. McGraw-Hill Education. Bilimsel Araştırma Yöntemi, Niyazi Karasar, Nobel Yay.