

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

PUBLIC OPINION RESEARCH

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PUBLIC OPINION RESEARCH	HR2252690	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Esra OĞUZHAN				
Name of Lecturer(s)	Lect. İhsan AKTAŞ				
Assistant(s)					
Aim	The aim of this course is to give information about public opinion polls through examples, to increase the level of knowledge about the importance of public opinion polls, their historical development, and the methods and techniques used.				
Course Content	This course contains; Academic search, public opinion search and main aims, Research process and literature search, specifyin research model and imply research thesis, research terms, sampling design and techniques, sampling in qualitative research, Data analysis in public research, midterm, design of question form and data gathering techniques, measurement of academic knowledge, factor analysis, content analysis, credibility, grouping, other techniques in public research, preparation research offer, preparation of research report.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
define public opinion			9	A, D, E	
evaluate discussions related to theories			9	A, D, E	
practice public opinion techniques			9	A, D, E	
Teaching Methods	9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Academic search, public opinion search and main aims				
2	Research process and literature search				
3	specifyin research model and imply research thesis				
4	research terms				
5	sampling design and techniques				
6	sampling in qualitative research				
7	Data analysis in public research				
8	midterm				
9	design of question form and data gathering techniques				
10	measurement of academic knowledge				
11	factor analysis, content analysis, credibility, grouping				
12	other techniques in public research				
13	preparation research offer				
14	preparation of research report				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
(1) Celinda C. Lake, Pat Callbek Harper. Kamuoyu Araştırmaları, 2002, Altınküre Yayınları; Ankara (2) Lake, C.C. & Harper, P.C. Kamuoyu Araştırmaları, 2008, Çeviren: Nurettin Güz, Ankara: Eğitim Akademi Yayınları newspapers, and additional articles as need arises.