

DEPARTMENT OF CULTURE AND COMMUNICATION SCIENCES
COURSE SYLLABUS

Course Details					
Code				Academic Year	Semester
KKW118				1	2
Title	T	U	L	ECTS	
Qualitative and Quantitative Methods of Empirical Communication Research	2	1	-	6	
Language	Turkish / German				
Level	Undergraduate	x	Graduate		Postgraduate
Department / Program	Culture and Communication Science				
Forms of Teaching and Learning	Formal				
Course Type	Compulsory	x	Elective		
Objectives	The aim of the course is to get to know central survey methods for empirical investigations in communication science in theory and practice.				
Content	This course offers an overview of qualitative and quantitative methods of empirical communication research. The basic empirical methods are presented and applied.				
Prerequisites	-				
Coordinator	Dr. Aynur SARISAKALOGLU				
Lecturer(s)	Dr. Aynur SARISAKALOGLU				
Assistant(s)	Res. Asst. Sefa PALA				
Work Placement	-				

Recommended or Required Reading

Books / Lecture Notes	<p>Brosius, Hans-Bernd/Haas, Alexander/Koschel, Friederike (2016). Methoden der empirischen Kommunikationsforschung. Eine Einführung. Wiesbaden: Springer VS.</p> <p>Dahinden, Urs/Sturzenegger, Sabina/Neuroni, Alessia C. (2014). Wissenschaftliches Arbeiten in der Kommunikations- wissenschaft. Bern: Haupt Verlag.</p> <p>Meyen, Michael/Löblich, Maria/Pfaff-Rüdiger, Senta/Claudia, Riesmeyer (2011). Qualitative Forschung in der Kommunikations- wissenschaft. Eine praxisorientierte Einführung. Wiesbaden: Springer VS.</p> <p>Atteslander, Peter (2000). Methoden der empirischen Sozial- forschung. Berlin/New York: Walter de Gruyter Verlag.</p> <p>Früh, Werner (2007). Inhaltsanalyse. Theorie und Praxis. Konstanz: UVK-Verlags GmbH.</p> <p>Mayring, Philipp (2002). Einführung in die qualitative Sozial- forschung. Weinheim/Basel:Beltz Verlag.</p> <p>Merten, Klaus (1995). Inhaltsanalyse. Einführung in Theorie, Methode und Praxis. Opladen: Westdeutscher Verlag.</p> <p>Möhring, Wiebke/Schlütz, Daniela (2003). Die Befragung in der Medien- und Kommunikationswissenschaft. Eine praxisorientierte Einführung. Wiesbaden: Springer VS.</p> <p>Aysel Aziz (2014). Sosyal Bilimlerde Araştırma Yöntemleri ve Teknikleri. Ankara: Nobel Akademik Yayıncılık Eğitim Danışmanlık TİC. LTD. ŞTİ.</p>
------------------------------	---

Other Sources	<p>Diekmann, Andreas (2002). Empirische Sozialforschung. Grundlagen, Methoden, Anwendungen. Hamburg: Rowohlt Taschenbuch Verlag GmbH.</p> <p>Friedrichs, Jürgen (1980). Methoden der empirischen Sozial- forschung. Opladen: Westdeutscher Verlag.</p>
----------------------	--

Additional Course Material

Documents	-
Assignments	-
Exams	-

Course Composition

Social Sciences	50	%	
Expert Knowledge	50	%	
Assessment			
	Count	Percentage (%)	
Midterm Exam	-	-	
Quiz	-	-	
Assignments	4	30	
Attendance	14	10	
Recitations	-	-	
Projects	-	-	
Final Exam	1	60	
	Total	100	
ECTS Points and Workload			
Activity	Count	Duration	Workload (Hours)
Lectures	14	3	42
Self-Study	14	4	56
Assignments	4	4	16
Presentation / Seminar Preparation	1	14	14
Midterm Exam	-	-	-
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-
Final Exam	1	40	40
		Total Workload	168
		ECTS Points (Total Workload/ 28)	6
Learning Outcomes			

1	Acquisition of knowledge about the methods of empirical communication science.
2	Knowledge of the research process of an empirical study and its implementation.
3	Being able to present the results of an empirical study.

Weekly Content

1	Introduction to the qualitative and quantitative methods of communication research
2	Scientific work I
3	Scientific work II
4	Terms of empirical communication research
5	Methods of empirical communication research: survey I
6	Methods of Empirical Communication Research: Survey II
7	Methods of empirical communication research: content analysis I
8	Methods of empirical communication research: content analysis II
9	Midterm exam
10	Methods of empirical communication research: observation
11	Course of the empirical research process I
12	Course of the empirical research process II
13	Writing a scientific paper
14	Presentations of the research concepts I
15	Presentations of the research concepts II Summary discussion and evaluation II

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7
1	5	2	5	4	5	-	-
2	5	2	5	4	5	-	-
3	5	2	5	4	5	-	-
4	5	2	5	4	5	-	-

Contribution Level: 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

Compiled by:	Ress. Asst. Sefa PALA
Date of Compilation:	23.03.2021