

DEPARTMENT OF CULTURE AND COMMUNICATIONSCIENCES  
 COURSE SYLLABUS

Course Details					
<b>Code</b>		<b>Academic Year</b>			<b>Semester</b>
KKW118		1			2
<b>Title</b>		<b>T</b>	<b>U</b>	<b>L</b>	<b>ECTS</b>
Qualitative and Quantitative Methods of Empirical Communication Research		2	1	-	6
<b>Language</b>	Turkish				
<b>Level</b>	<b>Undergraduate</b>	<b>x</b>	<b>Graduate</b>		<b>Postgraduate</b>
<b>Department / Program</b>	Culture and Communicationsciences				
<b>Forms of Teaching and Learning</b>	Lecture				
<b>Course Type</b>	<b>Compulsory</b>	<b>x</b>	<b>Elective</b>		
<b>Objectives</b>	The aim of the course is to get to know central survey methods for empirical investigations in communication science in theory and practice.				
<b>Content</b>	This course offers an overview of qualitative and quantitative methods of empirical communication research. The basic empirical methods are presented and applied.				
<b>Prerequisites</b>	-				
<b>Coordinator</b>	-				

<b>Lecturer(s)</b>	-
<b>Assistant(s)</b>	Res. Asst. Sefa PALA
<b>Work Placement</b>	-
<b>Recommended or Required Reading</b>	
<b>Books / Lecture Notes</b>	<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>
<b>Other Sources</b>	<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
		<b>Total</b>	100
ECTS Points and Work Load			
Activity	Count	Duration	Work Load(Hours)
Lectures	14	3	42
Self-Study	14	4	56
Assignments	4	4	16
Presentation / Seminar Preparation	1	14	14
Midterm Exam	-	-	-

<b>Recitations</b>	-	-	-
<b>Laboratory</b>	-	-	-
<b>Projects</b>	-	-	-
<b>Final Exam</b>	1	40	40
<b>Total Work Load</b>			168
<b>ECTS Points</b> (Total Work Load/ 28)			6
<b>Learning Outcomes</b>			
<b>1</b>	Acquisition of knowledge about the methods of empirical communication science.		
<b>2</b>	Knowledge of the research process of an empirical study and its implementation.		
<b>3</b>	Being able to present the results of an empirical study.		
<b>Weekly Content</b>			
<b>1</b>	Introduction to the qualitative and quantitative methods of communication research		
<b>2</b>	Scientific work I		
<b>3</b>	Scientific work II		
<b>4</b>	Terms of empirical communication research		
<b>5</b>	Methods of empirical communication research: survey I		
<b>6</b>	Methods of Empirical Communication Research: Survey II		
<b>7</b>	Methods of empirical communication research: content analysis I		
<b>8</b>	Methods of empirical communication research: content analysis II		
<b>9</b>	Midterm exam		
<b>10</b>	Methods of empirical communication research: observation		
<b>11</b>	Course of the empirical research process I		
<b>12</b>	Course of the empirical research process II		
<b>13</b>	Writing a scientific paper		

<b>14</b>	Presentations of the research concepts I						
<b>15</b>	Presentations of the research concepts II Summary discussion and evaluation II						
<b>Contribution of Learning Outcomes to Program Objectives (1-5)</b>							
	<b>P1</b>	<b>P2</b>	<b>P3</b>	<b>P4</b>	<b>P5</b>	<b>P6</b>	<b>P7</b>
<b>1</b>	5	2	5	4	5		
<b>2</b>	5	2	5	4	5		
<b>3</b>	5	2	5	4	5		
<b>4</b>	5	2	5	4	5		
<b>Contribution Level: 1: Low 2:Low-intermediate 3: Intermediate 4:High 5:Very High</b>							
<b>Compiled by:</b>	Res. Asst. Sefa PALA						
<b>Date of Compilation:</b>	23.03.2021						