

DEPARTMENT OF CULTURAL AND COMMUNICATION SCIENCE  
COURSE SYLLABUS

Course Details				
<b>Code</b>	<b>Academic Year</b>			<b>Semester</b>
KKW118	1			2
<b>Title</b>	<b>T</b>	<b>A</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>	X	<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>	X	<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>	Prof. Dr. Cem Sefa SÜTÇÜ			
<b>Assistant(s)</b>	Res. Asst. Büşra Fadim SARIKAYA			
<b>Work Placement</b>	-			
Recommended or Required Reading				
<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: UVKVerlags 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 Medienund Kommunikationswissenschaft. Eine praxisorientierte Einführung. Wiesbaden: Springer VS.</p> <p>Aysel Aziz (2014). Sosyal Bilimlerde Araştırma Yöntemleri ve Teknikleri. Ankara: Nobel Akademik Yayıncılık Eğitim Danışmanlık TIC. 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				
<b>Documents</b>				

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Assignments			
Exams			
<b>Course Composition</b>			
Mathematics und Basic Sciences			%
Engineering			%
Engineering Design			%
Social Sciences	50		50 %
Educational Sciences			%
Natural Sciences			%
Health Sciences			%
Expert Knowledge	50		50 %
<b>Assessment</b>			
<b>Activity</b>	<b>Count</b>		<b>Percentage (%)</b>
Midterm Exam	-		-
Quiz	-		-
Assignments	4		30
Attendance	14		10
Recitations	-		-
Projects	-		-
Final Exam	1		60
		<b>Total</b>	<b>100</b>
<b>ECTS Points and Work Load</b>			
<b>Activity</b>	<b>Count</b>	<b>Duration</b>	<b>Work Load (Hours)</b>
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
		<b>Total Work Load</b>	<b>168</b>
		<b>ECTS Points (Total Work Load / Hours)</b>	<b>6</b>
<b>Learning Outcomes</b>			

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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.
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**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		

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

<https://obs.tau.edu.tr/oibs/bologna/progProfile.aspx?lang=en&curSunit=209>

**Compiled by:** Ress. Asst. Büşra Fadim SARIKAYA

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