

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 712	Qualitative Research Methods	2	3	0	0	3	9

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Doctoral Degree
Objective	Bu using qualitative research methods with students, to provide them to interpret scientific events by examining with a broad and deep perspective and to do independent research. Another purpose is to develop their skills to determine the necessary steps to reach the new and gripping syntheses.
Content	Course content involves qualitative research to be addressed in other research methods, promotion of the use of space and describing as the application of different methods of qualitative research.
References	<p>Agafonoff, N. «Adapting Ethnographic Research Methods to Ad Hoc Commercial Market Research.» Qualitative Market Research: An International Journal 9, no. 2 (2006): 115-125.</p> <p>Arnould, E.J., M. Wallendorf. «Market Oriented Ethnography: Interpretation Building and Marketing Strategy Formulation.» Journal of Marketing Research 31 (1994): 484-505.</p> <p>Bas,T. Akturan Ulun, Nitel Araştırma Yöntemleri, Ankara: Seçkin, 2013.</p> <p>Caelli, K. «The Changing Face of Phenomenological Research: Traditional and American Phenomenology in Nursing.» Qualitative Health Research 10, no. 3 (2000): 366-377.</p> <p>Canniford, R. «Moving Shadows: Suggestions for Ethnography in Globalised Cultures.» Qualitative Market Research: An International Edition 8, no. 2 (2005): 204-218.</p> <p>Elliot, R. «Discourse Analysis: Exploring Action, Function and Conflict in Social Texts.» Marketing Intelligence and Planning 14, no. 6 (1996): 65-68.</p> <p>Elliot, R., N.J. Elliot. «Using Ethnography in Strategic Consumer Research.» Qualitative Market Research: An International Journal 6, no. 4 (2003): 215-223.</p> <p>Giorgi, A., B. Giorgi. «Phenomenology.» Qualitative Psychology içinde, yazar J.A. Smith. London: Sage Publ., 2003.</p> <p>Goulding, C. «Grounded Theory, Ethnography and Phenomenology A Comparative Analysis of Three Qualitative Strategies for Marketing Research.» European Journal of Marketing 39, no. 3/4 (2005): 294-308.</p> <p>Harris, H. «Content Analysis of Secondary Data: A Study of Courage in Managerial Decision Making.» Journal of Business Ethics 34 (2001): 191-208.</p> <p>Harvey, L.J, M.D. Myers. «Scholarship and Practice: The Contribution of Ethnographic Research Methods to Bridging the Gap.» Information Technology and People 8, no. 3 (1995): 13-27.</p> <p>Hunter, K., S. Hari, C. Egbu, J Kelly. «Grounded Theory: Its Diversification and Application Through Two Examples From Research Studies on Knowledge and Value Management.» Electronic Journal of Business Research Methods 3, no. 1 (2005): 57-68.</p> <p>Jackson, P. «Principles and Problems of Participant Observation» Geographiska Annaler Series B Human Geography, 1983: 39-46.</p> <p>Marshall, C., G.B. Rossman. Designing Qualitative Research. 4th Edition. London: Sage Publ., 2006.</p> <p>Mulhall, A. «In The Field: Notes on Observation in Qualitative Research.» Journal of Advanced Nursing 41, no. 3 (2003): 306-313.</p> <p>Nahl, D. «A Discourse Analysis Technique for Charting the Flow of Micro Information Behavior.» Journal of Documentation 63, no. 3 (2007): 323-339.</p> <p>Turner, B.A. «The Use of Graounded Theory for the Qualitative Analysis of Organizational Behavior.» Journal of Management Studies 20, no. 3 (1983): 333-348.</p> <p>Van Dijk, T.A. «New(s) Racisim: A Discourse Analytical Approach.» Ethnic Minorities and the Media içinde, yazar M. Keynes, 33-49. London: Open University Press, 2000.</p> <p>Venkatesh, A., N. Stolzoff, E. Shih, S. Mazumdar. «The Home of the Future: An Ethnographic Study of New Information Technologies in the Home.» Advances in Consumer Research 28, no. 1 (2001): 88-97.</p>

Wimpenny, P., J. Gass. «Interviewing in Phenomenology and Grounded Theory: Is There a Difference.» Journal of Advanced Nursing 31, no. 6 (2000): 1485-1493.

Yıldırım, A., H. Şimşek. Sosyal Bilimlerde Nitel Araştırma Yöntemleri. 4. Basım. Ankara: Seçkin Yayıncılık, 2004.

Theory Topics

Week	Weekly Contents
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