

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
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| COM318 | Public Opinion Research | 6 | 2 | 0 | 0 | 2 | 3 |
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Prerequisites

Admission Requirements

Language of Instruction Turkish

Course Type Elective

Course Level Bachelor Degree

Objective The objective of this course is to introduce students to various research methods in general and to focus more particularly on the usage of the quantitative techniques and the treatment of the data. In accordance with this objective, the students are required to realize all stages of a survey, in order to be able to collect and process the data of their own research topics.

1. Week: Knowledge and presentation of the course and program

2. Week: Introduction and definition of key concepts (data, surveys, research method, sample etc.)

3. Week: Usage of the different methods and technical of research; brief history of surveys (pools)

4. Week: Stages of a survey

5. Week: Qualitative research techniques (methods)

6. Week: Processing, presentation and reading of results

7. Week: MIDTERM

8. Week: Sampling techniques

Content

Presentation of the work of students; choice of subjects and construction of working groups

9. Week: Implementation of the exploratory work by students (readings, construction of the guides of discussion and the corpus)

10. Week: Intervention of a speaker

11. Week: Qualitative evaluation in class

Sampling works

12. Week: Works in class on the structure of the questionnaires

13. Week: Field for the pilot works

14. Week: Formatting the questionnaire and put in road of the field

- Course notes

- Documents and papers filed with the copy center

References

- Pierre Bourdieu, L'Opinion Publique N'Existe Pas, Questions de Sociologie, Paris : Editions de minuit, 1985, 222-235.

- Raymond Quivy et Luc Van Campenhoudt, Manuel de Recherche en Sciences Sociales, Paris: Dunod, 1995.

Theory Topics

Week

Weekly Contents

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| 1 | Knowledge and presentation of the course and program |
| 2 | Introduction and definition of key concepts (data, surveys, research method, sample etc.) |
| 3 | Usage of the different methods and technical of research; brief history of surveys (pools) |
| 4 | Stages of a survey |
| 5 | Qualitative research techniques (methods) |
| 6 | Processing, presentation and reading of results |
| 7 | MIDTERM EXAM |

Week**Weekly Contents**

- 8 8. Week: Sampling techniques Presentation of the work of students; choice of subjects and construction of working groups
- 9 9. Week: Implementation of the exploratory work by students (readings, construction of the guides of discussion and the corpus)
- 10 Intervention of a speaker
- 11 Qualitative evaluation in class: Sampling works
- 12 Works in class on the structure of the questionnaires
- 13 Field for the pilot works
- 14 Formatting the questionnaire and put in road of the field