Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM318	Publıc Opınıon Research	6	2	0	0	2	3

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.
Content	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 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
References	- Course notes - Documents and papers filed with the copy center - 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
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

Week	Weekly Contents
5	Qualitative research techniques (methods)
6	Processing, presentation and reading of results
7	MIDTERM EXAM
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