Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM318	Public Opinion 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	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, 			

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
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