

Contenus

Nom du Cours		Semestre du Cours	Cours Théoriques	Travaux Dirigés (TD)	Travaux Pratiques (TP)	Crédit du Cours	ECTS
GE 712	Méthodes de recherche qualitative	2	3	0	0	3	9

Cours Pré-Requis	
Conditions d'Admission au Cours	

Langue du Cours	Turc
Type de Cours	Obligatoire
Niveau du Cours	Doctorat
Objectif du Cours	Ils étudiants utilisant des méthodes de recherche qualitative, les événements scientifiques et de recherche indépendants avec une perspective plus large et plus profonde en examinant fournir interprétation. Pour atteindre une nouvelle et perspicace synthèse est de développer la capacité de déterminer les mesures nécessaires.
Contenus	Le contenu des cours à l'endroit de la recherche qualitative face à d'autres méthodes de recherche, la mise en place de zones, décrit comme l'application de différentes méthodes de recherche qualitative implique.
Ressources	Agafonoff, N. «Adapting Ethnographic Research Methods to Ad Hoc Commercial Market Research.» Qualitative Market Research: An International Journal 9, no. 2 (2006): 115-125. Arnould, E.J., M. Wallendorf. «Market Oriented Ethnography: Interpretation Building and Marketing Strategy Formulation.» Journal of Marketing Research 31 (1994): 484-505. Bas, T. Akturan Ulun, Nitel Araştırma Yöntemleri, Ankara: Seçkin, 2013. Caelli, K. «The Changing Face of Phenomenological Research: Traditional and American Phenomenology in Nursing.» Qualitative Health Research 10, no. 3 (2000): 366-377. Canniford, R. «Moving Shadows: Suggestions for Ethnography in Globalised Cultures.» Qualitative Market Research: An International Edition 8, no. 2 (2005): 204-218. Elliot, R. «Discourse Analysis: Exploring Action, Function and Conflict in Social Texts.» Marketing Intelligence and Planning 14, no. 6 (1996): 65-68. Elliot, R., N.J. Elliot. «Using Ethnography in Strategic Consumer Research.» Qualitative Market Research: An International Journal 6, no. 4 (2003): 215-223. Giorgi, A., B. Giorgi. «Phenomenology.» Qualitative Psychology içinde, yazar J.A. Smith. London: Sage Publ., 2003. 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. Harris, H. «Content Analysis of Secondary Data: A Study of Courage in Managerial Decision Making.» Journal of Business Ethics 34 (2001): 191-208. 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. 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. Jackson, P. «Principles and Problems of Participant Observation» Geographiska Annaler Series B Human Geography, 1983: 39-46. Marshall, C., G.B. Rossman. Designing Qualitative Research. 4th Edition. London: Sage Publ., 2006. Mulhall, A. «In The Field: Notes on Observation in Qualitative Research.» Journal of Advanced Nursing 41, no. 3 (2003): 306-313. Nahl, D. «A Discourse Analysis Technique for Charting the Flow of Micro Information Behavior.» Journal of Documentation 63, no. 3 (2007): 323-339. Turner, B.A. «The Use of Grounded Theory for the Qualitative Analysis of Organizational Behavior.» Journal of Management Studies 20, no. 3 (1983): 333-348.

Van Dijk, T.A. «New(s) Racism: A Discourse Analytical Approach.» Ethnic Minorities and the Media içinde, yazan M. Keynes, 33-49. London: Open University Press, 2000.

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.

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.

Intitulés des Sujets Théoriques

Semaine	Intitulés des Sujets
---------	----------------------

