

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Research Methods in Social Sciences	COMM 301	5	Theory 3	Practice 0	3	5
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsory	Other
	x					
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate / Doctoral (Second / Third Cycle)	
			x			

Language of Instruction	English
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Course Instructor(s)	Assist. Prof. Dr Huri Yontucu	E-mail: huri.yontucu@arucad.edu.tr Office: TI 18	
Course Objectives	The purpose of this course is to familiarize you with the logic of social science inquiry, strategies of research design, and a variety of research methods. In other words, this course is about how social scientists do research. We will compare quantitative and qualitative approaches to social science research in terms of their epistemologies, their research design strategies, and the tools they offer for carrying out social science research.		
Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods
	Fundamental concepts of research design, epistemological approaches, and the logic of social science research are presented by the instructor in a structured format to build a solid theoretical foundation.	Direct Instruction Technique	Midterm & Final Exam
	Students are encouraged to critically engage with topics such as hypothesis formulation, ethical principles in research, and methodological decision-making through classroom discussions and guided inquiry.	Direct instruction technique & Discussion	Midterm & Final Exam
	Students actively participate in designing survey questions, identifying sampling methods, conducting literature reviews, and	Case Study & Discussion	Midterm & Final Exam

	formulating research problems. These are practiced through in-class exercises.		
	Academic articles are examined with a focus on understanding methodology, research design, data collection techniques, and ethical considerations. Students learn to deconstruct and critique scholarly work.	Case Study & Discussion	Midterm & Final Exam
	Students are expected to complete weekly readings prior to class and contribute to discussions by linking concepts with methodological applications and sharing relevant examples.	Case Study & Discussion	Midterm & Final Exam
	Through reflective exercises, students analyze ethical dimensions of research such as plagiarism, informed consent, and privacy. They evaluate how ethical principles can be integrated into their own research plans.	Direct Instruction Technique, Case Study & Discussion	Midterm & Final Exam
Course Content	This course provides an overview of research methods in the social sciences. It is intended to provide a foundation for an understanding of the major approaches in the social sciences to the collection and analysis of quantitative and qualitative data. The course covers the logic of scientific inquiry and various research techniques such as experimentation, scientific sampling, survey research, field methods, archival data, and quantitative analysis that are commonly used by researchers in social sciences.		

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Syllabus review: course requirements, assignment and assessment policies, and reading list	T	
2	Introduction to Research Methods. What is Science? What is scientific research Definition and importance of research	T	Maruyama, G., & Ryan, C. S. (2014). <i>Research methods in social relations</i> (8th ed.). John Wiley & Sons. H62 .M2845 2014 Neuman, W.L. (2004). <i>Basics of social research: Qualitative and quantitative approaches</i> . Boston: Pearson Education/Allyn and Bacon. ISBN: 0-205-355788-1.

3	Types of Research Methods Qualitative and Quantitative Research Paradigms Descriptive, explanatory and experimental research I	T	Maruyama, G., & Ryan, C. S. (2014). <i>Research methods in social relations</i> (8th ed.). John Wiley & Sons. H62 .M2845 2014 Neuman, W.L. (2004). <i>Basics of social research: Qualitative and quantitative approaches</i> . Boston: Pearson Education/Allyn and Bacon. ISBN: 0-205-355788-1.
4	Types of Research Methods Qualitative and Quantitative Research Paradigms Descriptive, explanatory and experimental research II	T	Maruyama, G., & Ryan, C. S. (2014). <i>Research methods in social relations</i> (8th ed.). John Wiley & Sons. H62 .M2845 2014 Neuman, W.L. (2004). <i>Basics of social research: Qualitative and quantitative approaches</i> . Boston: Pearson Education/Allyn and Bacon. ISBN: 0-205-355788-1.
5	Developing Research Question and Hypothesis How to formulate research questions What is hypothesis and how is it developed? The goals and objectives of a scientific research Literature Review They ways of reviewing the literature Academic sources, databases, reading, and evaluating articles	T	Maruyama, G., & Ryan, C. S. (2014). <i>Research methods in social relations</i> (8th ed.). John Wiley & Sons. H62 .M2845 2014 Neuman, W.L. (2004). <i>Basics of social research: Qualitative and quantitative approaches</i> . Boston: Pearson Education/Allyn and Bacon. ISBN: 0-205-355788-1.
6	Class Activity: Reviewing articles in the class	T	Maruyama, G., & Ryan, C. S. (2014). <i>Research methods in social relations</i> (8th ed.). John Wiley & Sons. H62 .M2845 2014 Neuman, W.L. (2004). <i>Basics of social research: Qualitative and quantitative approaches</i> . Boston: Pearson Education/Allyn and Bacon. ISBN: 0-205-355788-1.
7	Revision		Maruyama, G., & Ryan, C. S. (2014). <i>Research methods in social relations</i> (8th ed.). John Wiley & Sons. H62 .M2845 2014 Neuman, W.L. (2004). <i>Basics of social research: Qualitative and quantitative approaches</i> . Boston: Pearson Education/Allyn and Bacon. ISBN: 0-205-355788-1.
8	Midterm Exam		
9	Quantitative Research Methods I Survey and scale Sample selection: For ex; Random sampling, stratified sampling.	T	Maruyama, G., & Ryan, C. S. (2014). <i>Research methods in social relations</i> (8th ed.). John Wiley & Sons. H62 .M2845 2014 Neuman, W.L. (2004). <i>Basics of social research: Qualitative and quantitative approaches</i> . Boston: Pearson Education/Allyn and Bacon. ISBN: 0-205-355788-1.

	Survey design and data collection processes.		
10	Quantitative Research Methods II Statistical analysis: Mean, standard deviation, correlation analysis. Introduction to data analysis software	T	Maruyama, G., & Ryan, C. S. (2014). <i>Research methods in social relations</i> (8th ed.). John Wiley & Sons. H62 .M2845 2014 Neuman, W.L. (2004). <i>Basics of social research: Qualitative and quantitative approaches</i> . Boston: Pearson Education/Allyn and Bacon. ISBN: 0-205-355788-1.
11	Class Activity: Reviewing articles in the class	T	Maruyama, G., & Ryan, C. S. (2014). <i>Research methods in social relations</i> (8th ed.). John Wiley & Sons. H62 .M2845 2014 Neuman, W.L. (2004). <i>Basics of social research: Qualitative and quantitative approaches</i> . Boston: Pearson Education/Allyn and Bacon. ISBN: 0-205-355788-1.
12	Qualitative Research Methods I What is qualitative research? In-depth interviews, focus group studies. Observation and content analysis.	T	Maruyama, G., & Ryan, C. S. (2014). <i>Research methods in social relations</i> (8th ed.). John Wiley & Sons. H62 .M2845 2014 Neuman, W.L. (2004). <i>Basics of social research: Qualitative and quantitative approaches</i> . Boston: Pearson Education/Allyn and Bacon. ISBN: 0-205-355788-1.
13	Qualitative Research Methods II Thematic analysis and coding. Case studies and phenomenology.	T	Maruyama, G., & Ryan, C. S. (2014). <i>Research methods in social relations</i> (8th ed.). John Wiley & Sons. H62 .M2845 2014 Neuman, W.L. (2004). <i>Basics of social research: Qualitative and quantitative approaches</i> . Boston: Pearson Education/Allyn and Bacon. ISBN: 0-205-355788-1.
14	Class Activity: Reviewing articles in the class	T	Maruyama, G., & Ryan, C. S. (2014). <i>Research methods in social relations</i> (8th ed.). John Wiley & Sons. H62 .M2845 2014 Neuman, W.L. (2004). <i>Basics of social research: Qualitative and quantitative approaches</i> . Boston: Pearson Education/Allyn and Bacon. ISBN: 0-205-355788-1.
15	Research Ethics I What are research ethics? Ethical data collection and analysis. Avoiding plagiarism and misconduct.	T	Maruyama, G., & Ryan, C. S. (2014). <i>Research methods in social relations</i> (8th ed.). John Wiley & Sons. H62 .M2845 2014 Neuman, W.L. (2004). <i>Basics of social research: Qualitative and quantitative approaches</i> . Boston: Pearson Education/Allyn and Bacon. ISBN: 0-205-355788-1.
16	Research Ethics II What are research ethics? Ethical data collection and analysis. Avoiding plagiarism and misconduct.	T	Maruyama, G., & Ryan, C. S. (2014). <i>Research methods in social relations</i> (8th ed.). John Wiley & Sons. H62 .M2845 2014 Neuman, W.L. (2004). <i>Basics of social research: Qualitative and quantitative approaches</i> . Boston:

	Revision		Pearson Education/Allyn and Bacon. ISBN: 0-205-355788-1.
17	Final		

Required Course Material(s) / Reading(s)/ Text Book(s)	<ul style="list-style-type: none"> Maruyama, G., & Ryan, C. S. (2014). <i>Research methods in social relations</i> (8th ed.). John Wiley & Sons. H62 .M2845 2014 Sheppard, Valerie, <i>Research Methods for the Social Sciences: An Introduction</i>, BCCampus- e-book: https://pressbooks.bccampus.ca/jibcresearchmethods/ Babbie, Earl. <i>The Practice of Social Research with CourseMate</i> 13th Edition. Cengage Learning. Neuman, W.L. (2004). <i>Basics of social research: Qualitative and quantitative approaches</i>. Boston: Pearson Education/Allyn and Bacon. ISBN: 0-205-355788-1. Somekh, B& Lewin, C. (2004). <i>Research Methods in the Social Sciences</i>. SAGE Publications Inc. ISBN:978-0761944027 American Psychological Association (2010). <i>Publication manual of the American Psychological Association</i> (6th ed.). Washington, DC: Author.
Recommended Course Material(s)/ Reading(s) /Other	<p>The students could use the websites below as resources:</p> <p>Kara, Helen, Gergen, Kenneth J., Gergen, Mary M. (2014). <i>Creative Research Methods in the Social Sciences: A Practical Guide</i>: Policy Press. ISBN: 978-1447316275</p>

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	-	-
Discussion	-	-
Other (class participation)	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories and research methods.					√
2	Knows the principles and elements of basic design.	√				
3	Knows the history, theories and theorists of visual communication.	√				
4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.	√				
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.	√				
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.		√			
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity				√	
8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.	√				
9	Applies visual communication design techniques with design technologies in developing and changing media environments.	√				
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.	√				
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.					√
12	Has the ability to use research methods and techniques in the field of Visual Communication.					√
13	Has the competence to research, plan, implement and report during the project phase.		√			
14	Has the competence to establish the connection between design and aesthetic values.	√				
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.	√				
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.	√				
17	Has the skills and competence to turn their designs into a portfolio document and present them.	√				

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	15		3	45
Preliminary Preparation and self- study	14		3	42
Mid-Term	1		20	20
Quiz	-		-	-
Assignment	-		-	-
Poster	-		-	-
Discussion	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		23	23
Other	-		-	-
TOTAL WORKLOAD				130
TOTAL WORKLOAD / 25				5.20
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE
Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply by the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn theoretical base of the topic and they will be able to equip themselves with the theoretical background of research methods in social sciences. Also, students are expected to improve their research based abilities with the knowledge they have gained in the course. Similarity percentages on your assignments or project can be maximum 20%.

PREPARED BY	Assist. Prof. Dr Huri Yontucu
UPDATED	18.09.2024
APPROVED	