

**Course Title : Advanced Research Methods II**

Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab (hours/week)	Credits	ECTS
COM 402	A	2	3	0	0	3.00	6
<b>Lecturer and Office Hours</b>			Sezai Rokaj, Prof. Dr				
<b>Teaching Assistant and Office Hours</b>							
<b>Language</b>			Albanian				
<b>Course Level</b>			Master				
<b>Description</b>			Observations through questionnaires,polls format are being used in studying of many phenomenas of economical, social and political life such as studying of incomes, spendings and savings of population; studying of wages and illegal work; studying of poverty; studying of problems faced by private business and many other phenomenas. Many social and political studies are also based in survey's data. This subject includes topics relating the whole process of a survey from the description of analysed problem, construction and realisation of survey, processing on datas and interpretation of results to a description of public opinion related to the phenomena				
<b>Objectives</b>			After completion of studies in this subject, students will have sufficient knowledge to successfully undertake a survey depending on problem they want to treat. They will possess the proper techniques: to determine the volume of selected elements in the poll, aiming the smallest possible error, to enter data in the firmware SPSS, appropriate quantitative techniques to process and interpret statistical data, resulting in the general conclusions regarding public opinion measured.				

**Course Outline**

Week	Topics
1	The aim and phases of studying through surveys
2	What is a survey and its types
3	Construction of questionnaires
4	Indicators and realization of selection
5	Selection error and interval evaluation
6	Interview
7	Interviewer and topics related to him
8	Midterm Exam
9	Coding and preparation of datas file
10	Enetering into SPSS of datas gathered from the survey
11	Descriptive analysis of datas
12	Exploring analysis of datas
13	Usage of survey's datas to judge for the average of public opinion
14	Usage of survey's datas to judge for the averages of more than two groups of public opinion
15	Analysis of relation variables included in the model according to public opinion being treated.
16	Final Exam
<b>Prerequisites</b>	

<b>Textbook</b>	<ul style="list-style-type: none"> <li>• “The survey Methods Workbook”- Alan Buckingham, Peter Saunders</li> <li>• Bruce L. Berg (2004) Qualitative Research Methods For The Social Sciences, Pearson Education, Inc, Boston.</li> <li>• Christine Daymon ve Immy Holloway (2004) Qualitative Research Methods in Public Relations and Marketing Communications, Routledge, New York.</li> <li>• Arthur Asa Berger (1998) Media Research Techniques, Sage Publication, USA. Morgan, D. (1998) The Focus Group Guidebook, London: Sage Publications.</li> </ul>
<b>Other References</b>	
<b>Laboratory Work</b>	
<b>Computer Usage</b>	
<b>Other</b>	

### Learning Outcomes and Competences

<b>1</b>	Students will be provided with basic knowledges on survey and measurement of public opinion.
<b>2</b>	Students will be able to undertake a survey correctly recognizing and using quantitative techniques to measure and evaluate a certain public opinion.
<b>3</b>	Students will be able to discuss and interpret results of a survey.

### Course Evaluation Methods

<b>In-term studies</b>	<b>Quantity</b>	<b>Percentage</b>
Midterms	1	30
Quizzes	0	0
Projects	0	0
Term Projects	0	0
Laboratory	0	0
Attendance	1	10
<b>Contribution of in-term studies to overall grade</b>		<b>40</b>
<b>Contribution of final examination to overall grade</b>		<b>60</b>
<b>Total</b>		<b>100</b>

### ECTS (Allocated Based on Student) Workload

<b>Activities</b>	<b>Quantity</b>	<b>Duration (hours)</b>	<b>Total Workload (hours)</b>
Course Duration (Including the exam week : 16 x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	14	6	84
Assignments	0	0	0
Midterms	1	8	8
Final examination	1	10	10
Other	0	0	0
<b>Total Work Load</b>			<b>150</b>
<b>Total Work Load / 25 (hours)</b>			<b>6</b>
<b>ECTS</b>			<b>6</b>