

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
Lecturer and Office Hours			Ramadan Cipuri, PhD				
Teaching Assistant and Office Hours							
Language			Albanian				
Course Level			Master				
Description			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				
Objectives			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 - Research paper
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
Prerequisites	

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

Learning Outcomes and Competences

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

Course Evaluation Methods

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

ECTS (Allocated Based on Student) Workload

Activities	Quantity	Duration (hours)	Total Workload (hours)
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
Total Work Load			150
Total Work Load / 25 (hours)			6
ECTS			6