

Course Name : Advanced Research Methods II							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 402	A	Spring	3.00	0.00	0.00	3.00	6.00
Lecturer		Ana Kekezi, PhD					
Assistant		Erilda Ajaz, Msc					
Course 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		At the end of the semester, participants should be able to: □ Know the basic concepts and approaches in scientific research □ To reflect on the connection between theory and practice in scientific research social Sciences □ To understand how scientific research can be applied in the field of mass communication □ To have capacity for the preparation and implementation of the research plan □ Have the skills of formulating arguments and analyzing and presenting reports on the results □ To reflect on the ethical issues of scientific research					
Core Concepts		The purpose of this course is to introduce the tools with which such work can be done. In this course, key theoretical, practical and ethical issues in the field of scientific research will be addressed. Students will have the opportunity to examine, review and reflect on specific research methods scientific. We will cover various techniques of data collection, analysis and reporting results. Special importance will be given to the four stages of the research process scientific; research preparation, implementation and reporting analysis. Since research scientific are never freed from values, in this course we will also deal with ethical issues which must be taken into account during the scientific research process.					
Course Outline							
Week	Topic						
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	The student must attend the course at a minimum rate of 75%.
Literature	• "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.
References	
Course Outcome	
1	Studentët do të pajisen me njohuri bazë mbi sondazhin dhe matjen e opinionit publik
2	Studentët do të jenë të aftë të ndermarrin ne menyre korrekte nje sondazh duke njohur dhe perdorur teknikat sasiore per te matur dhe vleresuar nje opinion te caktuar publik.
3	Studentët do të jenë në gjendje të diskutojnë dhe të interpretojnë rezultatet e nje sondazhi .

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	20	
Quizzes	0	0	
Projects	0	0	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	1	10	
Total in-term evaluation percent			30
Final exam percent			70
Total			100
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	6	84
Duties	0	0	0
Midterms	1	10	10
Final Exam	1	8	8
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00