

Course Name : Advanced Research Methods I							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 401	A	Fall	3.00	0.00	0.00	3.00	6.00
Lecturer Edona Llukacaj, PhD							
Assistant							
Course language Albanian							
Course level Master							
Description Advanced Research Methods I provides students with the basic and necessary skills needed to conduct research in the social sciences. The course is designed to introduce students to the logic of research methods in the social sciences and prepare them to write their own research papers. The course focuses on the conception and process of research, from the identification and generation of research ideas, to the formulation of aims and objectives as well as to the development of research questions, literature review, data collection, content analysis, writing a paper and dissemination of the results. The course also focuses on research methodology, the nature of qualitative and quantitative research, as well as the philosophies that underscore them and shows how they can complement each other in the production of knowledge. Advanced Research Methods I will also shed light on the ethical issues of research as well as on the necessity and ways to avoid them.							
Objectives The course has been structured so that the students: - Understand the nature of research, research methods, research steps and processes and identify research principles, terms, types and concepts - Gain experience in designing actual research projects in the fields of social sciences - Develop practical skills in data collection, analysis and interpretation - Consider ethics associated with the undertaking scientific research							
Core Concepts Research Methods; Literature Review; Methodology; Data Processing and Analysis; qualitative/ quantitative, mixed-type research; Plagiarism							
Course Outline							
Week	Topic						
1	Introduction to scientific research. What is scientific research? Characteristics of scientific research. Quality in research. General presentation of scientific research, its importance as an integral part of the preparation of scientific papers, diploma thesis and data analysis. Examples of high quality research. "Introduction to research methods", Bora Pajo, Sage 2022, fq 1-15. Christine Daymon and Immy Holloway- Qualitative Research Methods in Public Relations and Marketing Communications, Routledge, New York, 2010, f.3-18 papers to illustrate with concrete examples the quality in scientific research "						
2	The knowledge, theories, paradigms and perspectives. Scientific research in the social sciences. Definitions, classifications and examples of applications. The nature of the subject of scientific research in the social sciences. Historical description of scientific development and explanation of the basic concepts of the main terms that will be encountered during the development of the subject, the main theories and their evolution over the years. "Introduction to research methods", Bora Pajo, Sage 2022, fq 1-27						
3	Data characteristics. Data usage as a representation of social reality. Stages of scientific research. Research chain links. Primary and secondary sources. The study problem and its definition. Search engines. Combination of information sources. Archives and technical-scientific processing of documents. "Introduction to research methods", Bora Pajo, Sage 2022, fq 10-17						

4	Research questions, hypotheses, operational definitions of research. Nature of data. Data characteristics. Using data as a representation of social reality. Explanation of the nature of the data and explanation of the three basic concepts, qualitative, quantitative and mixed data. Concrete examples of their use in specific works. "Introduction to research methods", Bora Pajo, Sage 2022, fq 27-50
5	Planning a research project. Definitions, practical aspects. Planning a research project. Ethics in scientific research Students will try to realize the first part of a project proposal based on the explanation of the lectures so far. Evaluate the ethical requirements of research. "Introduction to research methods", Bora Pajo, Sage 2022, fq 1-50
6	Literature search and review. Practical aspects of literature review. Critical evaluation of the literature. Literature search. Practical aspects of literature review. Literature review process. The importance of literature review as a basic part of scientific work. Why it is important to review the literature and how it helps the researcher to get better involved in scientific research and to form a basis of his work. Literature review formats. "Introduction to research methods", Bora Pajo, Sage 2022, fq 53-77. Christine Daymon and Immy Holloway- Qualitative Research Methods in Public Relations and Marketing Communications, Routledge, New York, 2010, f.39-55
7	Advanced search templates. Qualitative model and quantitative model. Level and unit of research. Research strategies. The types and models of research will be explained based on concrete works of each type. How should we prepare for each of the research formats and what are the characteristics of each of the models. "Introduction to research methods", Bora Pajo, Sage 2022, pp. 87-112
8	Midterm Exam
9	Data collection. Questionnaires, semi-structured interviews. How the data collection process is carried out, how the questions should be formulated and how the preliminary preparation before the interview process is carried out. Transcription and whitening of interviews. "Introduction to research methods", Bora Pajo, Sage 2022, pp. 251-273
10	Focus groups. Observation. Secondary data sources. Detailed explanation of secondary sources and their integration together with primary data during the research process. Their role in this process and the justification of their use in describing the methodology. "Introduction to research methods", Bora Pajo, Sage 2022, pp. 179-191 Christine Daymon and Immy Holloway- Qualitative Research Methods in Public Relations and Marketing Communications, Routledge, New York, 2010, f241-258
11	Data analysis. Features of the analysis. Statistical analysis. Types of data analysis and concrete examples realized from various academic works. Explanation of statistical analysis and its importance as part of working and finding results. "Introduction to research methods", Bora Pajo, Sage 2022, pp. 87-100
12	Thematic analysis. Work with quality data. Narrative analysis. Lecture analysis. Content analysis. Characteristics of qualitative data and their difference from quantitative indicators. The basic elements that must be taken into account for the realization of this process and the special ones compared to the. quantitative data. "Introduction to research methods", Bora Pajo, Sage 2022, fq 281-292
13	Thematic analysis. Work with quality data. Narrative analysis. Lecture analysis. Content analysis. Characteristics of qualitative data and their difference from quantitative indicators. The basic elements that must be taken into account for the realization of this process and the special ones compared to the quantitative data. system. "Introduction to research methods", Bora Pajo, Sage 2022, fq 301-310
14	Planning and structure of academic writing. The way of writing Summary of basic concepts in academic writing, topic sentences, supporting sentences and concluding sentences. Overview of the reference system. "Introduction to research methods", Bora Pajo, Sage 2022, fq 311-317
15	Drafting the final version of the paper. Reference system. Plagiarism. Theoretical explanation of the completion of the diploma or academic writing and closing of the process at the end. Submission of the project proposal realized according to the phases during the development of the course. How to write references in different positions in the text. Types of references and their placement as part of the bibliography at the end of the paper. Reference models and practice references in Word format. "Introduction to research methods", Bora Pajo, Sage 2022, pp. 311-317
16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	<ul style="list-style-type: none"> • Bora Pajo, Introduction to research methods: AA Hands-on Approach (2nd Ed.) , Sage 2022. • E. Scharrer & S. Ramasubramanian, Quantitative Research Methods in Communication, Routledge 2021
References	<ul style="list-style-type: none"> • Nazmi Xhomara, Metodatat e Avancuara te Kerkimit Shkencor, Fast Print, Tirane, 2019. • Christine Daymon ve Immy Holloway (2004) Qualitative Research Methods in Public Relations and Marketing Communications, Routledge, New York • Nicholas Walliman, Research Methods; the Basics, Routledge, Newyork, 2011
Course Outcome	
1	Students have appreciation in what research in the field of social sciences consists and how it is done
2	Students understand concepts, language, application of research methods and their importance
3	Students develop and articulate research questions, hypothesis, and design quantitative, qualitative and/or mixed research projects to address these hypotheses within the context of social sciences
4	Students demonstrate understanding of the theoretical framework
5	Students utilize libraries and electronic sources to find adequate materials and are able to critically evaluate them
6	Students demonstrate an understanding of the logistical and ethical challenges and strategies for overcoming these challenges.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	30	
Quizzes	0	0	
Projects	1	20	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	0	0	
Total in-term evaluation percent		50	
Final exam percent		50	
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	5	70
Duties	1	10	10
Midterms	1	10	10
Final Exam	1	12	12
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00