

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		Edona Llukacaj, PhD					
Assistant							
Course language		Albanian					
Course level		Master					
Description		Advanced Research Methods II is a course that provides students with in-depth research skills and knowledge in social sciences. The course has been designed to enable students to use the logic of research methods in the social sciences and to prepare them to write their own research papers and theses. 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 results. The course also focuses on research methodology, the nature of qualitative and quantitative research, as well as the philosophies that underlie them and shows how they can complement each other in the production of knowledge. Advanced Research Methods II will also shed light on the ethical issues of scientific research, but also 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 - Formulate adequate research questions/hypotheses etc in social sciences - Learn how to read and critically review the literature of a particular research topic within the theoretical framework - Utilize adequately quantitative, qualitative, mixed -type research methods and instruments of sampling design and data collection, such as questionnaire, interview, observation, Focus Group Discussions, etc. - Cite and quote correctly and validly (inside and outside text) including the list of references and resources. - Discuss the results relating them to the research objectives, questions/hypotheses and the literature - Write a summary, conclusion, discussion and recommendations					
Core Concepts		Theory & practice in research data collection techniques the research process: research preparation, implementation, analysis and reporting results and conclusions ethics					
Course Outline							
Week	Topic						
1	Introduction The definition of scientific research Elements of scientific research and quality in scientific research. General presentation of scientific research, its importance as an integral part of the preparation of scientific papers, thesis and data analysis. "Introduction to research methods", (Pajo, 2022, pg 1-15). (Daymon and Holloway- Qualitative, 2010, f.3-18)						
2	The structure of research papers and thesis The main concept and types of research The structure, elements, and types of research in social sciences and the media						

3	Conducting literature research Literature review and its practical aspects. Literature review process. The importance of literature review as a basic part of the paper scientific. Why is the literature review important and how does it help the researcher to best involved in scientific research and to form a basis of his work. formats of literature review. "Introduction to research methods", Bora Pajo, Sage 2017, pp. 53-77. Christine Daymon and Immy Holloway- Qualitative Research Methods in Public Relations and Marketing Communications, Routledge, New York, 2010, p.39-55 (literature review assignment)
4	The aim and phases of studying through surveys What is a survey and its types Construction of questionnaires
5	Indicators and realization of selection Selection error and interval evaluation
6	Interview Interviewer and topics related to him
7	Review & Project Presentations
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 data to judge for the averages of more than two groups of public opinion Analysis of relation variables included in the model according to public opinion being treated.
15	Review & Project Presentations
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	
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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 will be equipped with basic knowledge of public opinion polling and measurement
6	Students will be able to discuss and interpret the results of a survey.
7	Students demonstrate an understanding of the logistical and ethical challenges and strategies for overcoming these challenges.
8	Students utilize libraries and electronic sources to find adequate materials and are able to critically evaluate them

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	30	
Quizzes	0	0	
Projects	2	30	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	0	0	
Total in-term evaluation percent			60
Final exam percent			40
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	2	8	16
Midterms	1	8	8
Final Exam	1	8	8
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00