



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Technological Approaches in Research Methods							
Course Code		HİRY526		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Students' access to theoretical content integrity about new research methods and technology relationship that are updated and updated depending on technological developments							
Course Content		Different technology from traditional research methods, collaborative and mediated new research methods to handle, combining with conventional content and tools to use and put into practice							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Project Based Study, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	1. Yeni Medya Çalışmalarında Araştırma Yöntem ve Teknikleri, Mutlu Binark, Ayrıntı Yayınları, 2014
2	Studying and Researching with Social Media, Megan Poore, 2014

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to the Concept of Technology in Research Methods as Scope and Context I
2	Theoretical	Introduction to the Concept of Technology in Research Methods in Context and Context II - Human Computer Interaction
3	Theoretical	Defining and Discussing Technology as a Facilitator, Mediator, Router and a Management Platform, and User Research
4	Theoretical	Investigation of New Technologies in Research Methods I: Social Media, Internet, Interactive Environments
5	Theoretical	Investigation of New Technologies in Research Methods II: Sound and image in the context of data collection tools
6	Theoretical	Investigation of New Technologies in Research Methods II: Introduction to Biometric Data Analysis and Eye Tracking
7	Theoretical	Data Collection and Analysis by Eye Tracking Method I
8	Intermediate Exam	Midterm Exams
9	Theoretical	Use of Traditional Methods and Techniques with Technology
10	Theoretical	Data Collection and Analysis by Eye Tracking Method I
11	Theoretical	Data Collection and Analysis with Eye Tracking II
12	Theoretical	Examination of Other Biometric Data Collection Tools
13	Theoretical	Fieldwork Planning and Preparation
14	Theoretical	Definition of Research Project, Preliminary Tests and Analysis of Findings
15	Final Exam	Final Exams

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	0	3	45
Studio Work	25	0	1	25
Midterm Examination	1	24	1	25



Final Examination	1	29	1	30
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Understanding Research Methods and Technology Cooperation
2	Distinguishing the contribution of technology to research universe
3	To be able to apply new methods, tools and technologies on research problematic
4	Designing research by using technology
5	Learns how to use visual technologies in advertising research.

Programme Outcomes (Public Relations and Advertising Master)

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	5	5	3	5	3
P2	4	3	4	5	3
P3	4	3	4	4	4
P4	4	5	4	4	4
P5		4	3	5	5
P6	4	5	4	4	4
P7		5	3	4	5
P8	4	4	4	4	5
P9	4	5	5	4	5
P10	4	5	5	4	4

