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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **İletişim Araştırmaları** | |  | 1 | 2+0 | 2 | 4 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | İletişim alanında araştırma tasarlanmanın öğrenilmesi, araştırma yöntemlerinin ve veri toplama tekniklerinin öğrenilerek uygulanması amaçlanmaktadır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Bilimsel bilgiyi tanımlar. 2. Bilimsel araştırma aşamalarını açıklar. 3. İletişim araştırmalarını tanımlar. 4. Veri toplama ve çözümleme tekniklerini öğrenir. | | | | | | | Dersin İçeriği | Bu ders bilimsel bilgiyi, temel bilimsel kavramları, bilginin niteliğini, nicel ve nitel araştırma yöntemlerini, içerik analizini, reklam, ürün, marka araştırmalarını ve fizyolojik araştırmaları ve bu araştırmalarda kullanılan mecraların ve yöntemlerin incelenmesi gibi konuları kapsar. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Bilimsel Araştırmada Temel Kavramlar | | | | | | | 2 | Bilimsel Bilginin Niteliği | | | | | | | 3 | İletişim Araştırmaları Tarihi | | | | | | | 4 | Türkiye’deki İletişim Araştırmaları | | | | | | | 5 | İletişim Araştırmaları Uygulama Alanları | | | | | | | 6 | Ürün, Hizmet ve Müşteriye Yönelik İletişim Araştırması | | | | | | | 7 | Markalaşma Araştırmalarında Kullanılan Niteliksel Araştırma Yaklaşımları | | | | | | | 8 | İletişim Araştırmalarında Nicel Yöntemler | | | | | | | 9 | Nicel Araştırmanın Aşamaları | | | | | | | 10 | İletişim Araştırmalarında Nitel Yöntemler | | | | | | | 11 | İçerik Analizi | | | | | | | 12 | İçerik Analizinde Verilerin Analizi | | | | | | | 13 | İçerik Analizinde Bilgisayar Kullanımı | | | | | | | 14 | Araştırma Projelerinde Maliyet ve Fonlanması | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** |  |  | | --- | | Uzun, R. (2019). *İletişim Araştırmaları ve Kuramları*. Beta Yayınları.  Sever, N, S. ve İspir, N, B. (2012). *İletişim Araştırmaları*. Anadolu Üniversitesi Yayınları. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | | **ÖÇ1** | 5 | | 1 | 1 | | 5 | 4 | | 2 | - | | 2 | 2 | | 4 | | **ÖÇ2** | 4 | | 1 | 1 | | 4 | 5 | | 4 | - | | 4 | 3 | | 3 | | **ÖÇ3** | 4 | | 1 | 1 | | 4 | 3 | | 2 | - | | 2 | 2 | | 2 | | **ÖÇ4** | 2 | | 1 | 2 | | 5 | 3 | | 3 | - | | 3 | 2 | | 2 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | | İletişim Araştırmaları | 4 | 1 | 1 | 5 | 4 | 3 | - | 3 | 3 | 3 | |