

YEDİTEPE UNIVERSITY
Scientific Research Methods
RSCH 410 Section 3
Spring 2023

Instructor: Fatih Erol, PhD

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Section 3: Tuesdays 09:00-12:00

Office Hours: Wednesdays 11:00-13:00 at the office Hukuk/IIBF 404 (or by appointment)

Classroom: Hukuk/IIBF Building 209

Virtual Classroom: <https://kocun.zoom.us/j/97932277262> with the passcode 012249

Course Description:

The **course objective** is to explain the importance of **scientific investigation** and to illustrate the application of research techniques in social world. The course is mainly intended **to teach** some **basic principles** of social research (such as *empirical approach, types of social research, concepts, measurement process*) for conducting surveys in different disciplines. Some examples of empirical research articles will be discussed in the classroom to explain the basic rules of writing an *empirical* and a *conceptual* article. If time allows, the class will include a section on *data analysis* methods. Overall, in this class, students will learn how to start a research project in their field of interest and become conversant in research methods that would be of particular help when they seek an answer to an unexplored phenomenon.

Compulsory Textbook: Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches* (7th. ed.), Pearson New International Edition (ISBN 978-0-205-78683-1)

If other readings are assigned from online journals and/or other textbooks, they will be made available in YULEARN. The important thing is that you have to do the readings **prior** to the class which will significantly make your learning experience easier.

Recommended textbooks:

- Johnson, Janet Buttolph and H.T. Reynolds with J.D. Mycoff. 2008. *Political Science Research Methods*. 6th Edition. CQ Press: Washington DC. ISBN: 9780872894426
- Bryman, Alan. (2015) *Social Research Methods*. Oxford University Press. ISBN: 9780199689453.
- Sekaran, U. & Bougie, R. (2015). *Research methods for business: A skill building approach*. (6th. ed.), John Wiley & Sons, Inc. (ISBN: 978-1-119-94225-2)
- Cooper, D. R. & Schindler, P. S (2011). *Business Research Methods* (11th. ed.), McGraw Hill, Co. International Edition (ISBN: 978-0077-128922-1).

Grading: Mid-term 35% + Assignments 15% + Final-Exam 50% = 100%

Participation: In addition to being present in classes, each student is expected to be active with in-class exercise participation, answering questions, and engaging in class debates. Per requirements of the university attendance will be taken in each class. If you will be absent in any one of the class meetings please do let me know beforehand by e-mail.

Grading Scale

Grades	AA	BA	BB	CB	CC	DC	DD	FF
	4,00	3,50	3,00	2,50	2,00	1,50	1,00	0,00
Range	90-100	89-85	84-80	79-75	74-70	69-60	59-50	0-49

Course Policies

- **Be prepared to study hard.** This is not an easy class and it requires your hard work at every step. If you are taking too many courses, **then I recommend you to drop this one.** Make sure that you are ready to engage in hard work individually and in a group.
- **Be open to others' ideas:** Throughout the semester we will be sharing information, new ideas and opinions; therefore, every student is expected to exercise respect toward his/her classmates and the instructor.
- **Class civility** is expected of each student, which entails being present in class on time and prepared; **turning off cell phones during class;** leaving class when dismissed; listening to your classmates and not interrupting others.
- **Assigned Readings:** You are required to complete the assigned readings for any given lecture **before** coming to class. Your comprehension of the readings will be tested on a regular basis, both through discussion/questioning in class and through reading quizzes.
- **Attending Lectures:** Remember that there is a strong positive relation between class attendance and course grades. If you attend the class and participate, you are more likely to do better.
- **Late assignment:** 10% of the grade will be deducted from the full grade for that particular assignment for each day the assignment is overdue.
- **Make-up exams** will only be allowed in extraordinary circumstances. Any student that does not show up for an exam must have a documented, serious medical condition that is presented to both the professor and the chair of the department well in advance of the scheduled exam date. Failure to make satisfactory arrangements in advance of exams will result in a zero. No exceptions.
- **Plagiarism: Academic misconduct** will not be tolerated. Any student who chooses to cheat or plagiarize on his or her exams or projects will receive an FF in the course and be turned over to Student Affairs.
- The professor reserves **the right to change the syllabus** after the semester begins.

COURSE OUTLINE			
Week	Date	Main Topics	Review Questions
1	21.02.2023	Chapter 1/2: Why conduct research? Primary Types of Research	CH1: 1. What sources of knowledge are open to social research? 2. Why is social research usually better than the alternative methods? 3. Is social research always right? Can it answer any type of question? 5. What is the scientific community? What is its role?
2	28.02.2023		8. What steps are involved in conducting a research project? CH2: 1. When is exploratory research used, and what can it accomplish? 2. What types of results does a descriptive research study produce?
3	07.03.2023		3. What is explanatory research? What is its primary purpose? 4. What are the major differences between basic and applied research? 7. How do time-series, panel, and cohort studies differ?

			10. Differences between qualitative and quantitative research.
4	14.03.2023	Chapter 4: The Meanings of Methodology	CH4: 1. What is the purpose of social research according to each of the three approaches? 2. How does each approach define social reality? 7. What does each approach say about facts and how to collect them? How is value-free science possible in each approach? 9. In what way(s) are the criticisms of positivism by the interpretive and critical science approaches similar? 10. How does the model of science and the scientific community relate to each of the three approaches?
5	21.03.2023	Chapter 5: Literature Review	CH5: 1. What are the four major goals of a literature review? 4. What distinguishes a strong from a weak literature review? 5. What are the major advantages and disadvantages of using the Internet for social research 8. Explain the ethical issues in the Milgram, Humphreys, and Zimbardo experiments. 10. What is the difference between anonymity and confidentiality?
6	28.03.2023	Chapter 7: Quantitative / Qualitative Measurement	CH7: 1. What are the three basic parts of measurement, and how do they fit together? 2. What is the difference between reliability and validity, and how do they complement each other? 6. Why are multiple indicators usually better than one indicator? 8. Why is uni-dimensionality an important characteristic of a scale?
7	04.04.2023	Chapter 8: Quantitative / Qualitative Sampling	CH8: 1. When is purposive sampling used? 3. What is a sampling frame and why is it important? 8. How do researchers decide how large a sample to use?
8	TBA	Midterm Exam	Midterm Date and Location will be announced
9	18.04.2023	Chapter 10: Survey Research	CH10: 1. What are the six types of information that surveys often ask about?

10	25.04.2023		2. Why are surveys called correlational, and how do these differ from experiments? 7. What are differences between and relative merits of a standard versus a conversational interview?
11	02.05.2023	Chapter 11: Nonreactive Research & Secondary Analysis	CH11: 1. For what types of research questions is content analysis appropriate? 2. What are the four characteristics of content that are observed and recorded in coding systems? 4. What are the advantages and disadvantages of secondary data analysis? 7. What units of analysis are used in content analysis? 9. What are the three validity problems in content analysis?
12	09.05.2023	Chapter 13: Field Research and Focus Groups	CH13: 8. Identify three ways to ensure quality field research data. 9. Compare differences between a field research and a survey research interview.
13	16.05.2023	Chapter 12: Analysis of Quantitative Data	CH12: 4. In what ways can a researcher display frequency distribution information? 5. Describe the differences between mean, median, and mode. 7. What is a covariation, and how is it used? 10. What does it mean to say “statistically significant at the .001 level,” and what type of error is more likely, Type I or Type II?
14	23.05.2023		
15	30.05.2023		