

<b>COURSE INFORMATION FORM</b>	
<b>Faculty / Institute</b>	Faculty of Economic and Administrative Sciences
<b>Department</b>	Political Science and International Relations
<b>Course Code</b>	SUI 310
<b>Course title</b>	Public Opinion Research
<b>Instructional Language</b>	English
<b>Programs that can take the course</b>	Must course for Department of Political Science and International Relations and Department of International Entrepreneurship students. Students of other departments can take as an elective course
<b>Course Type</b>	Must
<b>Course Level</b>	B.A.
<b>ECTS Credit</b>	6
<b>Prerequisites</b>	None
<b>Course Content</b>	In this course, questions including 'What is public opinion?', 'Where does it come from?', 'How does it change in time?', 'Why is it important?' and 'Why people change their political preferences?' will be discussed.
<b>The Aim of the Course</b>	The aim of this course is to teach students the importance of public opinion poll in modern politics and at the same time to teach the basic knowledge and methods for field research. Before going to the fields, students will be taught to set up their problems, to prepare appropriate questionnaires for their research, to determine their sampling, to collect data from the field, to process their data and to present to the public.
<b>Course Outcomes</b>	At the end of the course students are expected to: - understand the importance of public opinion in Western societies and as well as their growing importance in Turkish politics post-1980 period, - In a sense they will learn to quantify their problematic. - understand the importance of new research topics and the importance of collecting data from the field, and to be able to practice it, - learn to obtain quantitative data on politics from the society.
<b>Textbook and / or References</b>	- E. Noelle-Neumann, <i>Kamuoyu : Suskunluk Sarmalının Keşfi</i> , İstanbul: Dost yay., 1998. - T. Crump, <i>Anthropology of numbers</i> , Cambridge, 1990. - İ. E. Yıldırım, <i>Kamuoyu Araştırmaları ve Su Tüketim Bilinci Üzerine Bir Uygulama</i> , Seçkin yay, 2010.
<b>Evaluation Criteria</b>	
<b>Attendance</b>	-
<b>Lab</b>	None
<b>Application</b>	None
<b>Field Study</b>	50
<b>Homework</b>	-
<b>Presentations</b>	-
<b>Projects</b>	-
<b>Seminar</b>	-
<b>Midterm Exams</b>	30
<b>Quiz</b>	-
<b>Final</b>	20
<b>Total</b>	100
<b>Course Plan</b>	<b>Subjects to Be Discussed</b>
<b>1. Week</b>	Introduction
<b>2. Week</b>	Logic of Numbers : Crump, 1-13, 31-46, 60-71,

<b>3. Week</b>	Methods of Measuring politics; its differences from measuring society (i.e. census), the relationship between census and elections, Noelle-Neumann, 91-123.
<b>4. Week</b>	Historical Perspective : Osmanlı'da kamuoyunun oluşumu ve Cumhuriyet dönemi kamuoyunu işlevi
<b>5. Week</b>	Media impact on the public opinin! Turkish Public Opinion Research Institute on the Turkish voting behaviour

- Noelle-Neumann, 27-90.
- 6. Week** Methods of Measuring Public Opinion I : Designing survey questions, determining sampling and sampling distribution,  
Yıldırım, 2010, 41-92.
- 7. Week** Methods of Measuring Public Opinion II : Methods collecting data,  
Yıldırım, 2010, 93-164.
- 8. Week** Methods of Measuring Public Opinion III : Analyzing and reporting data, sharing with public  
Yıldırım, 2010, 165-194.
- 9. Week** **Students' Field Research I** : Determining survey questions, sampling for a reseach inside our University
- 10. Week** **Students' Field Research II** : Analyzing students' field experiences. Re-studying the methods of data processing...
- 11. Week** **Students' Field Research III** : Last Checking students's data processing and data analyzes ...
- 12. Week** Presentation of the Students' field researches