

MODULE SPECIFICATION FORM

Module Title: An Introduction to Research Design	Level: 4	Credit Value: 20
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Module code: PSY408	Cost Centre: GAPS	JACS3 code: C800
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Trimester(s) in which to be offered: 1 or 2	With effect from: Sept 2014
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Office use only: To be completed by AQSU:	Date approved: February 2014 Date revised: September 2014 (to include Mktg programme) Version no: 1
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Existing/New: Existing	Title of module being replaced (if any):
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Originating Academic Department: Psychology	Module Leader: Sally Ann Baker
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Module duration (total hours) 200	Status: core/option/elective (identify programme where appropriate): Core
Scheduled learning & teaching hours 48	
Independent study hours 152	

Programme(s) in which to be offered: BSc (Hons) Psychology BSc (Hons) Marketing and Consumer Psychology	Pre-requisites per programme (between levels): None
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<p>Module Aims:</p> <ul style="list-style-type: none"> To introduce students to the nature, philosophy and scope of research methods in psychology To enable students to acquire a basic level of knowledge and understanding of the research process and research methods

Intended Learning Outcomes:

At the end of this module, students will be able to:

1. Appreciate the difference between qualitative and quantitative research (KS1)
2. Discuss the ethical issues inherent in psychological research
3. Explain the research process
4. Describe data collection methods used in psychological research (KS6)
5. Recognise the elements of a research report
6. Produce a simple research report

Key skills for employability

1. *Written, oral and media communication skills*
2. *Leadership, team working and networking skills*
3. *Opportunity, creativity and problem solving skills*
4. *Information technology skills and digital literacy*
5. *Information management skills*
6. *Research skills*
7. *Intercultural and sustainability skills*
8. *Career management skills*
9. *Learning to learn (managing personal and professional development, self management)*
10. *Numeracy*

Assessment:

1. A discussion of the methodologies and methods utilised within psychological research.
2. A research report based on data collected within the class room.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2,4	Essay	50%		2000
2	3,5,6	Report	50%		2000

Learning and Teaching Strategies:

The learning and teaching strategy will employ formal lecture, group and independent working. The prime strategy will be 'learning by doing', this will be achieved through structured class based workshops. This will comprise of 12 x 2 hour lectures and 12 x 2 hour practicals.

Syllabus outline:

- Role of research in psychology
- Introduction to critical appraisal
- Qualitative and quantitative methods
- Problem definition and hypothesis formation
- Production of research reports

Bibliography:**Essential reading:**

Coolican, H. (2013). *Research methods and statistics in psychology* (5th ed.). Abingdon, UK: Routledge.

Field, A. (2013). *Discovering statistics using IBM SPSS Statistics* (4th ed.). London, UK: Sage.

Other indicative reading:

Aronson, E., & Ellsworth, P.C. (1990). *Methods of research in social psychology* (2nd ed.). London, UK: McGraw-Hill.

Colman, A. M. (1995). *Psychological research methods and statistics*. London, UK: Longman.

Harris, P. (2008). *Designing and reporting experiments* (3rd ed.). Maidenhead, UK: Open University Press.

Howell, D.C. (2007). *Statistical methods for psychology* (6th ed.). Belmont, CA: Thomson Wadworth.