

Module code	PSY701	Level	7
Module title	Research Methods 1	Credit value	20
Programme(s) on which the module is taught	MSc Psychology	ECTS Credits	10
	MSc Marketing Psychology	Notional learning hours	200

1. Pre-requisite modules

None

2. Module aims and objectives

This module provides an introduction to evaluating, designing, conducting and reporting research in psychology. The aim is to acquaint you with different areas and methods of conducting research, ensuring scientific integrity and validity. It will provide you with the necessary basic statistics and research skills and information to apply and evaluate statistical, empirical and qualitative procedure at a beginner's level. It will introduce you to terminology and theory, as well as lab report procedure and format.

3. Learning outcomes

A. Knowledge and understanding

Upon graduating, you will be able to:

- A3: Demonstrate detailed and critical knowledge of research methods: a wide range of paradigms, methods and measurement techniques, including statistics and probability, and a critical awareness of their limitations, as well as ethical considerations.

B. Subject-specific skills

Upon graduating, you will be able to:

- B1: Reason scientifically: understand the role of evidence and make in-depth critical judgments about arguments in psychology; pose, operationalise and critique empirical research questions at an advanced level.
- B3: Demonstrate research skills: show substantial competence in research skills through practical activities; reason analytically and demonstrate proficiency in a range of quantitative and qualitative methods.

C. Generic skills

Upon graduating, you will be able to:

- C1: Share information: effectively communicate ideas and research findings by written, means; demonstrate mastery of computer literacy, to further your own learning and analyse and present ideas and research findings.
- C2: Use data critically: interpret and use numerical and textual forms of data; independently and creatively solve problems by clarifying questions, considering alternative solutions and evaluating outcomes.
- C4: Learn independently: actively undertake self-directed study and project management, to meet desired objectives; take charge of your own learning, and reflect on and evaluate personal strengths and weaknesses for future learning, practice, and employability.

4. Indicative content

- Study Skills for Psychology (e.g., searching for literature, lab report writing, referencing, etc.)
- Measurement of variables (e.g., surveys, interviews, etc.)
- Selection of samples (e.g. sampling method, size, etc.)
- Research design (e.g., qualitative vs quantitative, cross-sectional vs longitudinal, experimental vs non-experimental)
- Research integrity, replication and reproducibility.
- Introduction to statistical software (e.g., SPSS, R)
- Introduction to quantitative analysis (descriptive analysis, probabilities, correlation, chi-squared, t-test)
- Introduction to qualitative analysis (content analysis, thematic analysis)
- Reliability and validity analysis (Kappa & Cronbach's Alpha)
- BPS code of ethics and conduct
- Critical evaluation of research, literature and theory.

5. Learning and teaching methods

The module will combine lectures, seminars and group discussions to explore and facilitate the understanding of psychological research.

20 credit module – 200 learning hours

Directed learning	40 hours
Lectures	20
Seminars	20
Other	0
Collaborative Learning	0 hours
Tutorials (1:1 and group)	0
Self-directed learning	160 hours
Preparation for class	20
Self-study after class	50
Preparation for assessments	50
Assessment	40
Total	200

6. Assessment and relative weightings

Assessment 1:

Formative: Formative assessment will be provided, feeding into the summative assessment, e.g.: Critical review of an article and a lab-based assessment
These assessments will help you develop your skills in critical evaluation of an empirical research article (required for Introduction writing of a lab report) and framing of a Method, Result and Discussion components of a lab report.

Length: 1000 words

Weighting: 0%

Summative: Lab report

You will be writing a lab report based on a study conducted in class.

Length: 3000 words

Weighting: 60%

Assessment 2:

Formative: Formative assessment will be provided, feeding into the summative assessment, e.g., a mock test requiring data analysis and reporting results covering all assessed analyses. You can take the test asynchronously multiple times.

Summative: Timed SPSS open book exam

You will be asked to use SPSS to complete analyses and report

Length: 48 hours

Weighting: 40%

7. Mapping of assessment tasks for the module

Assessment tasks	A3	B1	B3	C1	C2	C4
Assessment 1: Lab Report	X	X	X	X	X	X
Assessment 2: Timed SPSS Open book exam	X		X			

8. Key reading

Essential texts

APA (2019). *Publication manual of the American Psychological Association* (7th Ed). American Psychological Association.

Appelbaum, M., Cooper, H., Kline, R. B., Mayo-Wilson, E., Nezu, A. M., & Rao, S. M. (2018). Journal article reporting standards for quantitative research in psychology: The APA Publications and Communications Board task force report. *American Psychologist*, 73, 3-25.

BPS (2018). *Code of ethics and conduct*. The British Psychological Society

BPS (2014). *Code of human research ethics*. The British Psychological Society

Coolican, H. (2018). *Research methods and statistics in psychology* (7th ed). Hodder Education.

Field, A. (2017). *Discovering statistics using IBM SPSS statistics*. (5th Ed.). Sage.

Recommended reading

- Beech, J.R. (2009). *How to write in psychology: A student guide*. BPS Blackwell.
- Blanca, M. J., Alarcón, R., & Bono, R. (2018). Current practices in data analysis procedures in psychology: What has changed?. *Frontiers in Psychology*, 9, 2558. doi: 10.3389/fpsyg.2018.02558
- Brace, N., Kemp, R., & Snelgar, R. (2016). *SPSS for psychologists: And everybody else* (6th Ed.). Palgrave Macmillan.
- Frost, N. (2011). *Qualitative research methods in psychology*. Milton Keynes: Open University Press.
- Stevenson, A. (2007). *Palgrave study skills: Studying psychology* (2nd ed.). Palgrave MacMillan.
- Willig, C. (2019). What can qualitative psychology contribute to psychological knowledge? *Psychological Methods*, 24(6), 796–804
- Willig, C., & Rogers, W. S. (Eds.). (2017). *The SAGE handbook of qualitative research in psychology*. Sage.
- Wilson, S., & Maclean, R. (2011). *Research methods and data analysis for psychology*. McGraw-Hill Education.