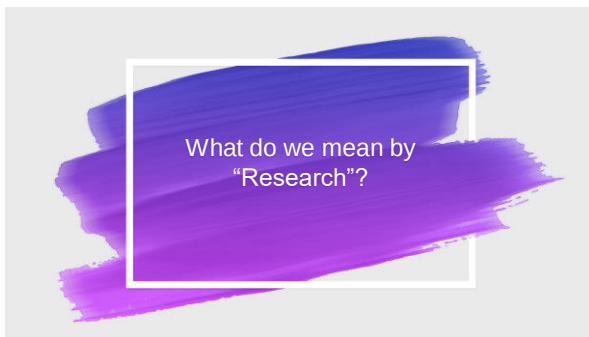
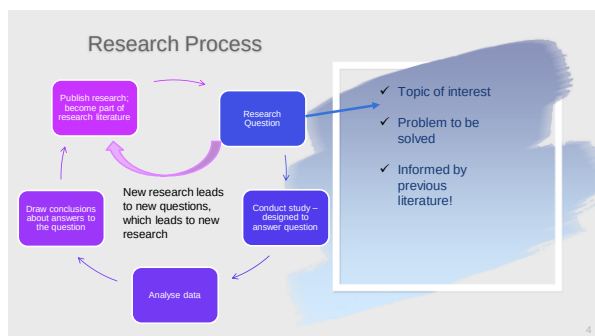










Research is a systematic inquiry to describe, explain, predict, and control the observed phenomenon.

Research involves **inductive** and **deductive** methods.



Why are Research Methods important?

- Psychology is regarded as a science
- Science (at a basic level) attempts to answer questions through careful observation and collection of data

7

Why are Research Methods important?

- These answers can then be used to further our knowledge of us (humans) and of our world
 - As well as then helping us to predict subsequent events and behaviour
- BUT to do this, we require a systematic/universal way of collecting and understanding data

8

Why are Research Methods important?

- Methodology helps us understand and evaluate the merit of all the information that we are confronted with every day

- E.g., do you believe the following?
 - Chocolate makes children hyperactive
 - Smoking is linked to poor grades in teenagers
 - Right handed people live longer than left handed people

9

Research Methods in Psychology

- Qualitative versus quantitative
- Basic versus applied research
- Experimental versus non-experimental

10

Qualitative vs. Quantitative

Qualitative

Focuses on obtaining data through open-ended and conversational communication

Data is
TEXT / WORDS

Quantitative

Systematic investigation of phenomena by gathering quantifiable data – performing statistical analysis

Data is
NUMBERS

11

Qualitative Research Methods

- We are interested in the specific experiences of our **sample**
- The 'life-world' of the participants we interview etc
- We **do not** attempt to generalise to larger populations

12



Case Study Research

- An in-depth analysis of an individual, group, or event
- Seeks to identify how humans and other animals behave, particularly in their real-life context
- Relies on multiples sources of evidence/research in most cases

14

Record Keeping

- Using already existing, reliable documents as a data source
- Material sourced to collect relevant data that can likely be used in new research

15

Observation

- Researcher observes a behaviour it occurs in a natural setting, and attempts to avoid influencing that behaviour
- Nothing is manipulated
- **Habituation:** the process in which people typically adapt to and ignore the presence of an observer as time passes

16

Ethnography

- The most in-depth observational method that studies people in their naturally occurring environment
- Requires researcher to adapt to the populations environment
- Relies on first hand experience of natural settings over discussing participants experiences

17

Focus Groups

- One of the most common qualitative methods
- Includes a small number of participants (6-10) who have something in common
- Allows individuals to interact with each other in response to a particular topic
- Make use of group dynamics to stimulate discussion, generate ideas and gain insights

18

One-to-one Interviews

- One of the most common qualitative methods
- Personal interview with one participant at a time
- Can be carried out face-to-face or via telephone
- Tend to last between 30 mins to 2 hours
- Face-to-face gives a good opportunity to read body language

19

Time for a break

20

Quantitative Research Methods

- We are not really interested in the sample that we study – we are interested in the **target population**
- We want to be able to generalise our results to this target population

21



Correlational Research

- A non-experimental method
- Investigates variables that exist amongst people irrespective of any research intervention
- Investigating existing group differences, or correlation (relationship)

23

Correlational Research

- ✓ Can establish generalisation outside of a lab
- ✓ Can generate ideas for further laboratory study
- ✓ Allows examination of variables that may not be practical or ethical to study in the lab

24

Correlational Research

Three components to correlation research:

1. Researcher measures one variable (X)
2. Research measures a second variable (Y)
3. Researcher (statistically) determines whether (X) and (Y) are related

25

Experimental Research

- When we are looking for differences between two or more groups, we will normally use an experimental design
- Important when exploring causal relationships
- Can identify whether one thing affects another

26

Experimental Research

- When we are looking for differences between two or more groups, we will normally use an experimental design
- Important when exploring causal relationships
- Can identify whether one thing affects another

27

Experimental Research

- The experiment is generally assumed to be the most reliable and effective method for demonstrating that one *variable* has an effect on another *variable* to change
- The term **VARIABLE** is used to describe the empirical object or phenomenon that we are observing

28

Survey Research

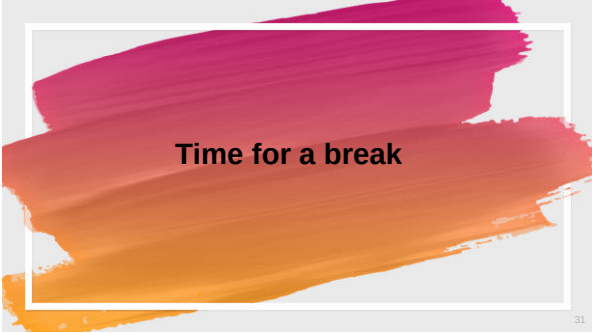
- Information about a topic is obtained by administering questionnaires or interviews to many people
- Types of surveys:
 - Cross-sectional
 - Longitudinal / prospective
 - Able to follow up over time
 - Allows prediction / causality

29

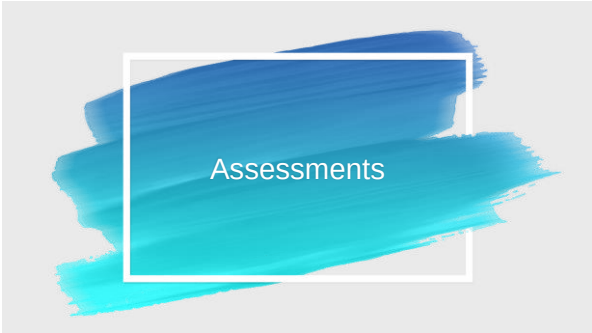
Survey Research

- ✓ Allows us to collect large amounts of data quickly and inexpensively
- ✓ Can ask about an almost limitless variety of attitudes, perceptions, experiences
- ✗ BUT – self-report may be biased

30


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Time for a break


 Slide 32 features a white rectangular frame containing two horizontal brush strokes. The top stroke is blue and the bottom stroke is teal. The text "Assessments" is centered within the frame.

Assessments

 Slide 33 features a white rectangular frame containing a teal brush stroke. The text "Assessment 1: Research Proposal" is centered within the frame.

**Assessment 1:
Research
Proposal**

- 1,500 word research proposal
- "Attitudes towards mental illness"
- Friday 17th January by 23:59hrs

Assessment 1: Research Proposal

Task description:

- Produce a research proposal that clearly identifies and justifies your methods for exploring attitudes towards mental illness using a QUANTITATIVE METHODOLOGY.
- It must be clear who your target population is, what method and measures you are intending to use and why you'd expect this to be the best way to assess attitudes towards mental illness

34

Assessment 1: Research Proposal

Task description:

- Make a clear, academic argument for conducting the proposed study
- Include appropriate literature/theory to provide a scientific rationale for conducting the study
- Justify the proposed method/design
 - Why have you chosen a certain questionnaire, for example

35

Assessment 1: Research Proposal

Task description:

- Ensure ethical issues are considered
 - These could be related to the population or with the measures you are proposing to use
- Aim to discuss the potential implications of your research – what could the findings add to existing literature?

36

Assessment 1:
Research
Proposal

Your proposal **MUST** include the following sub-headings:

Project title

Background

Methods

- Intended participants
- Design
- Materials
- Recruitment plan

Ethical considerations

Study outcomes

Reference list (not included in word count)

Assessment 2:
Research
Report

- 1,500 word research report
- "Exploring gender differences in anxiety"
- Friday 17th January by 23:59hrs

Assessment 2:
Research
Report

Task description:

- This report will allow you to demonstrate report writing skills including basic calculation and reporting of simple descriptive statistics
- You will be provided with the data to complete this report

Assessment 2: Research Report

Task description:

- You must engage with appropriate literature and empirical evidence to identify a clear and logical hypothesis, and identify the appropriate design for the study
- You must calculate and report appropriate descriptive statistics for the data provided, and write up your final report in accordance with APA conventions for report writing in psychology

40

Assessment 2: Research Report

Your report **MUST** include the following sub-headings:

Abstract (150 words – *not included in word count*)

Introduction

Method

Participants

Design

Materials

Procedure

Results

Discussion

Reference list (*not included in word count*)

Appendices (*not included in word count*)

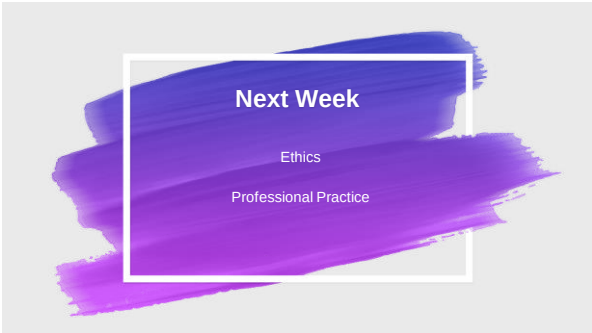
41

Homework!

Read Ethics guidelines documents

Look over the Policy Statement on
Evidence Based Practice

Ensure you read the assessment
proformas!



Next Week

Ethics

Professional Practice
