



MSc Applied Social and Health Psychology

Module M7X01449

Applied Research, Ethics & Analysis

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Module Handbook**

2019-20

Applied Research, Ethics & Analysis

Welcome to the Applied Research, Ethics & Analysis module. This module booklet has been designed to provide you with the necessary information required for your progression throughout the module. It is very important that you keep this in a safe place as it is your essential guide to module content and the learning outcomes required to complete the module.

Good luck with your studies. If you have any queries regarding this module, please contact the module leader.

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Key Module Information at a glance

Module Delivery	Thursdays 2pm – 8pm W/C 30 th September – w/c 9 th December
Location	IQ Building (please see room location on Moodle)

Applied Research Ethics & Analysis: preparation and reading

This module will be one of the most challenging modules on the programme if you have not recently had experience of research methods and statistics, and the more advance reading you do to prepare the easier you will find it. Remember that this module assumes that students have at least some basic undergraduate or equivalent knowledge of research methods and primary data analysis using SPSS. Therefore, if you are feeling rusty and lacking confidence then please be prepared to put several hours of your own time in as we start the course to become familiar with some of key principles and applications outlined in the module information below.

There are numerous generic textbooks on research methods, statistics, and SPSS available in the library, and some of our recommendations are listed below and in the detailed reading list within this handbook.

However, we recommend the following book if you wish to get a deep understanding of the principles behind research and statistics in the field of applied psychology. This text is written as a brief course so offers plenty of easy to follow practical exercises to further your understanding, and is worth purchasing (it is around £40 on Amazon or cheaper if second hand/older version) so that you can really engage and work through this text on your own time. Older versions are available in the library, but the 5th edition would need to be purchased yourselves.

Aron, A., Coups, E.J., & Aron (2014). *Statistics for The Behavioral and Social Sciences: A Brief Course* (5th Edition). Harlow: Pearson.

If you do not already own one then you are also advised to purchase one of the following two SPSS books, although they are also available in our library as hard copies and e-books.

Pallant, J. (2010) *SPSS survival manual : a step by step guide to data analysis using SPSS* 4th ed. Maidenhead : McGraw-Hill. [Available at Y Fforwm Main Collection 519.50285 PAL] – **Also available online as e-book.**

Brace, N., Kemp, R., & Snelgar, R. (2012). *SPSS for Psychologists (5th ed.)*. Hants: Palgrave Macmillan. [Available at Y Fforwm Main Collection 150.15195 SPS]

MODULE SPECIFICATION

MODULE CODE:	M7X01449
TITLE:	Applied Research, Ethics & Analysis
DATED:	18/05/2015
LEVEL:	7
CREDITS:	40
JACS CODE:	C832/C833

AIM(S)

- To develop in-depth and critical knowledge of applied research design and associated analytical techniques (both qualitative and quantitative).
- To enhance students' understanding of applied research ethics and research governance processes in various applied research domains.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

1. Demonstrate a critical appreciation of ethical issues associated with qualitative and quantitative applied research designs.
2. Demonstrate strong data inputting and data screening skills using appropriate software.
3. Recognise and identify appropriate analysis techniques and interpret and report data appropriately.
4. Understand the distinction between quantitative and qualitative approaches and be familiar with a range of data collection and analytical techniques.
5. Present their work appropriately, within ethical and research frameworks, and with an understanding of requirements of critical thinking.

INDICATIVE CONTENT

This module aims to build upon the basic research design and analysis skills and knowledge students are expected to have attained at undergraduate level. The module will be delivered through a combination of lectures and practical workshops/research exercises. The specific content will cover the following core areas:

Statistical techniques

Whilst students will normally be expected to already possess a working understanding of the SPSS package, early module coverage will review these analytical techniques and skills in relation to a number of working examples from applied social and health psychology. Delivered within the context of specific applied research design (see below) module coverage will then introduce students to the following statistical techniques commonly used in the fields of applied social and health psychology such as:

- Multivariate ANOVA, ANCOVA, MANOVA
- Interpreting complex ANOVA designs: planned versus post-hoc comparisons
- Longitudinal data analysis
- Multiple regression techniques – methods and interpretation
- Multiple regression analysis – moderation and mediation
- Reporting effect sizes and confidence intervals

Quantitative Applied Research Design

Students will explore the design issues, associated analytical techniques (see above) and ethical issues associated with a range of quantitative research designs in applied social and health psychology.

- Sample size, statistical power, and effect size
- Exploring data; bias, data screening and data transformations
- Questionnaire and scale development
- Quantitative content analysis
- Research governance, data protection and research ethics in relation to all of the above design issues.

Qualitative Applied Research Design & Analysis

Students will also develop an in-depth understanding and analytical skills in applied qualitative research design and analysis. Students will learn about the different theoretical foundations of different qualitative approaches and how these inform the development of appropriate data collection materials and associated analyses. A strong focus of this part of the module will be on the popular field of Interpretative Phenomenological Analysis, but this will be critically considered against alternative models of qualitative analysis, with module content covering:

- Interview studies: design issues and ethical considerations
- Focus groups: design issues and ethical considerations
- Interpretative Phenomenological Analysis: foundations, data collection and analysis
- Thematic analysis and thematic content analysis
- Alternatives to IPA: Grounded theory approaches and discourse analysis
- Research governance, data protection and research ethics in qualitative research

LEARNING AND TEACHING STRATEGY

Allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	40	10%
Independent learning	360	90%
Placement learning		
TOTAL	400	100%

MODULE ASSESSMENT INFORMATION

There are multiple assessments to this module, and the number and type of assignments for this module have been deliberately selected to provide students with the optimum opportunity to display their learning given the credit weighting and learning outcomes necessary for this research module. Four of the assessments involve the submission of written work and two of the assessments involve a practical in-class assessment. Individual module assessment proformas will be made available to on Moodle along with accompanying guidance.

Assessment component 1: Assignment 1: Research design and ethics: (20%)

2,500 word written assignment requiring students to identify appropriate applied research designs (quantitative and qualitative) and their ethical implications.

Assessment component 2: Practical skills assessment 1: Data input and analysis (10%)

90 minute in-class practical skills assessment using SPSS assessing data inputting, data screening, creation of sub-scales, reverse-coding, reliability analyses, and appropriate analysis of data e.g. regression analysis.

Assessment component 3: 1,000 word written assignment: Quantitative results write-up (20%)

Exemplar: Using the data provided, analyse and report this data as they would appear in the results section of an APA psychology journal.

Assessment component 4: 1,000 word written assignment: Qualitative results write-up (20%)

Exemplar: Analyse the qualitative data provided and report the results as they would appear in the results section of an APA psychology journal

Assessment component 5: Practical skills assessment 2: Data input and analysis (10%)

90 minute in-class practical skills assessment involving carrying out power analysis, calculating sample size, and carrying out appropriate data screening and advanced analysis including appropriate reporting of effect size

Assessment component 6: 1,000 word written assignment: Quantitative results write-up (20%)

Exemplar: Using the data provided, analyse and report this data as they would appear in the results section of an APA psychology journal.

Assessment Summary

Activity type	Percentage
Written Exam	
Coursework	80%
Practical exam	20%
TOTAL	100%

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

Does the module contribute to ESD?	
	Yes
If yes please provide brief details (no more than 100 words):	
The focus of this module is to equip students with advanced skills and knowledge in the application of a broad range of psychological research skills alongside a strong awareness of ethical and moral issues in tackling individual, organisational, and societal questions in relation to the health and social agenda.	

READING LIST

Essential Reading

- Brace, N., Kemp, R., & Snelgar, R. (2012). *SPSS for Psychologists* (5th ed.). Hants: Palgrave Macmillan.
- Braun, V., & Clarke, V. (2006) Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3, 77-101
- Coolican, H. (2014). *Research methods and statistics in psychology*. London: Taylor & Francis.
- Cumming, G. (2012). *Understanding the new statistics: effect sizes, confidence intervals, and meta-analysis*. London: Routledge.
- Smith, J. A., Flowers, P., & Larkin, M. (2008). *Interpretative phenomenological analysis: Theory, method and research*. London: Sage.

Recommended Reading

- APA (2010). *Publication manual of the American Psychological Association* (6th ed.). APA: Washington, DC.
- Field, A., & Hole, G. (2003). *How to design and report experiments*. London: Sage.
- Howell, D. C. (2012). *Statistical methods for psychology* (8th ed.). Belmont, CA: Thomson Wadsworth.
- Pallant, J. (2007). *SPSS survival manual*. (3rd Ed.). Buckingham: Open University Press.
- Richards, L. (2005). *Handling qualitative data: a practical guide*. London: SAGE
- Smyth, T. R. (2004). *The Principles of writing in psychology*. Basingstoke: Palgrave Macmillan
- Woods, P. (1999). *Successful writing for qualitative researchers*. London: Routledge

Background Reading

- Beins, B.C., & Beins, A. M. (2012). *Effective writing in psychology: Papers, posters and presentations*. (2nd ed.). Oxford: Blackwell.
- Dancey, C., & Reidy, J. (2007). *Statistics without maths for psychology*. (4th ed.). London: Prentice Hall. (E-book also available.)
- Harris, P. (2008). *Designing and reporting experiments in psychology*. (3rd ed.). Milton Keynes: Open University Press. (E-book also available.)
- Willig, C. (2013). *Introducing qualitative research in psychology: adventures in theory and method*. Maidenhead: McGraw-Hill Open University Press.

Websites

<http://www.bps.org.uk/what-we-do/ethics-standards/ethics-standards>