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Institute of
EDUCATION
& HUMANITIES

MSc Applied Psychology

Module ECAS7001

Applied Research Design and Analysis

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Module Handbook

2023-2024

ECAS7001

Applied Research Design and Analysis

Welcome to the Applied Research Design and Analysis module. This module booklet has been designed to provide you with the necessary information required for your progression throughout the module. This booklet 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 Session: Tuesdays 2pm – 7pm

See Weekly Planner on Module Moodle page for dates and details of weekly content coverage.

Teaching on this module will run for 10 weeks.

Each week, you will have two hours to view the pre-recorded weekly lectures on the module Moodle page from 2-4pm. However, as the lecture recordings are typically uploaded to Moodle a week in advance, you are more than welcome to view the recordings at any point prior to the session (i.e., from whenever they have been made available).

This will be particularly useful if you prefer to take many breaks or re-watch sections a few times when engaging with recorded lectures. Therefore, it is up to you how you wish to approach this aspect of your learning, so long as by 4pm on the Tuesday of each week the lecture recording for that week has been watched and engaged with in its entirety.

This will be key, as the remainder of each week's session will then directly follow on from each week's lecture recording. Therefore, you will need to have watched the recording in full to be able to engage with the tasks and activities that will be set for that week.

Each week, you will then have a two-hour online workshop on Microsoft Teams from 4-6pm. During these sessions you will be set worksheet tasks based on research design set-up and analysis activities, and you will be required to engage in critical discussion regarding the appropriate methods, analyses, and interpretation of results from applied research.

Finally, each week, you will have a one-hour clinic on Microsoft Teams from 6pm-7pm, which will provide you with the opportunity to ask any questions or further run through any aspects of the module you are unsure about. We will also use this hour (where relevant) to focus on running through more detailed information on the assessments associated with this module.

We will take suitable breaks at varying points throughout the weekly sessions. Timings of breaks may differ each week depending on the content or activity being covered during the sessions.

Please ensure you are not late logging on to Teams for the 4pm workshop sessions, as this will hamper your ability to keep up with the activities and discussions.

Preparation and Reading

This module will be one of the most challenging modules on the programme, particularly if you have not had experience of research methods and statistics. Therefore, the more advance reading you do to prepare, the easier it will be. Remember, this module assumes students have at least some basic undergraduate or equivalent knowledge of research methods and primary data analysis using SPSS. Therefore, if you are unsure or lack confidence, then please be prepared to put several hours of your own time in as we start the module to become familiar with some of the 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. Some of our recommendations are listed below, in the detailed reading list within this handbook, and on the Online Leganto Reading List link on the Module Moodle page.

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. The 2nd edition is in the Swansea Business campus library (see Online Leganto Reading list on Module Moodle page). However, more recent editions can be purchased relatively cheaply online. The text is written as a brief course so offers easy-to-follow practical exercises to further your understanding and is well worth purchasing.

Aron, A., Coups, E.J., & Aron. *Statistics for The Behavioral and Social Sciences: A Brief Course*. Pearson.

You are also advised to purchase one of the following SPSS books, although they are also available in our library as hard copies and e-books.

Pallant, J. *SPSS survival manual: a step-by-step guide to data analysis using SPSS*. McGraw-Hill. [Available at Y Fforwm Main Collection 519.50285 PAL]

Harrison, V., Brace, N., Kemp, R., & Snelgar, R. *SPSS for Psychologists*. Palgrave Macmillan. [Available at Y Fforwm Main Collection 150.15195 SPS]

See Online Leganto Reading List on the Module Moodle page for full list of the latest edition texts associated with this module.

Module Specification

Module Code	ECAS7001
Title	Applied Research Design & Analysis
Date	11/12/2019
Level	7
Credits	30
Pre-Requisites	

AIM(S)

- To develop critical knowledge of applied research design and associated analytical techniques (both qualitative and quantitative).
- To enhance students' understanding of good practice in data management and reporting in applied research in Psychology.

LEARNING OUTCOMES

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

- Be familiar with an advanced range of quantitative designs and statistical analytical techniques in Applied Psychology.
- Demonstrate strong quantitative data inputting and data screening skills using appropriate software.
- Identify appropriate qualitative approaches and their associated methodological considerations in Applied Psychology.
- Recognise and identify appropriate qualitative and quantitative analyses and interpret and report data appropriately.
- Present their work appropriately, within APA reporting frameworks, and with an understanding of requirements of data management frameworks and research governance.

INDICATIVE CONTENT

- **Statistical techniques** Delivered within the context of specific applied research design (see below) module coverage will introduce students to the following statistical techniques commonly used in the fields of applied psychology such as:
 - 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 and associated analytical techniques associated with a range of quantitative research designs in applied psychology.
 - Sample size, statistical power, and effect size

- Exploring data, bias, data screening and data transformations
- Questionnaire and scale development
- Quantitative content analysis

Qualitative Applied Research Design & Analysis

- 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

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	30	10%
Independent learning	270	90%
Placement learning		
TOTAL	300	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Practical Skills Assessment 1	60 minute in class practical	10%

Assessment Component 2

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Written quantitative results write-up	2,000 words	30%

Assessment Component 3

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Written qualitative results write-up	2,000 words	30%

Assessment Component 4

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Practical Skills Assessment 2	120 minute in class practical	30%

Assessment Summary

Activity type	Percentage
Written exam	-
Coursework	60%
Practical	40%
TOTAL	100%

INDICATIVE READING LIST

Module Code	ECAS7001	
Module Title	Applied Research Design & Analysis	
Classification	Reading List entry	Electronic*
Essential	APA (2019). <i>Publication manual of the American Psychological Association</i> (7th ed.). APA: Washington, DC	☐
Essential	Pallant, J. (2010) <i>SPSS survival manual : a step by step guide to data analysis using SPSS</i> 4th ed. Maidenhead: McGraw-Hill	☒
Essential	Brace, N., Kemp, R., & Snelgar, R. (2016). <i>SPSS for Psychologists</i> (6th ed.). Hants: Palgrave Macmillan.	☒
Essential	Coolican, H. (2014). <i>Research methods and statistics in psychology</i> . London: Taylor & Francis.	☐
Essential	Cumming, G. (2012). <i>Understanding the new statistics: effect sizes, confidence intervals, and meta-analysis</i> . London: Routledge.	☒
Essential	Smith, J. (2015). <i>Qualitative psychology: A practical guide to research methods</i> (2nd ed.). London: SAGE.	☐
Essential	Smith, J & Larkin, M (2009). <i>Interpretative Phenomenological Analysis: theory, method & research</i> . London: SAGE.	☐

See Online Leganto Reading List on the Module Moodle page for a full list of the latest edition texts associated with this module.