



PSYCHOLOGY IN PRACTICE

ECPS4024

Week Five



What is Applied Research?

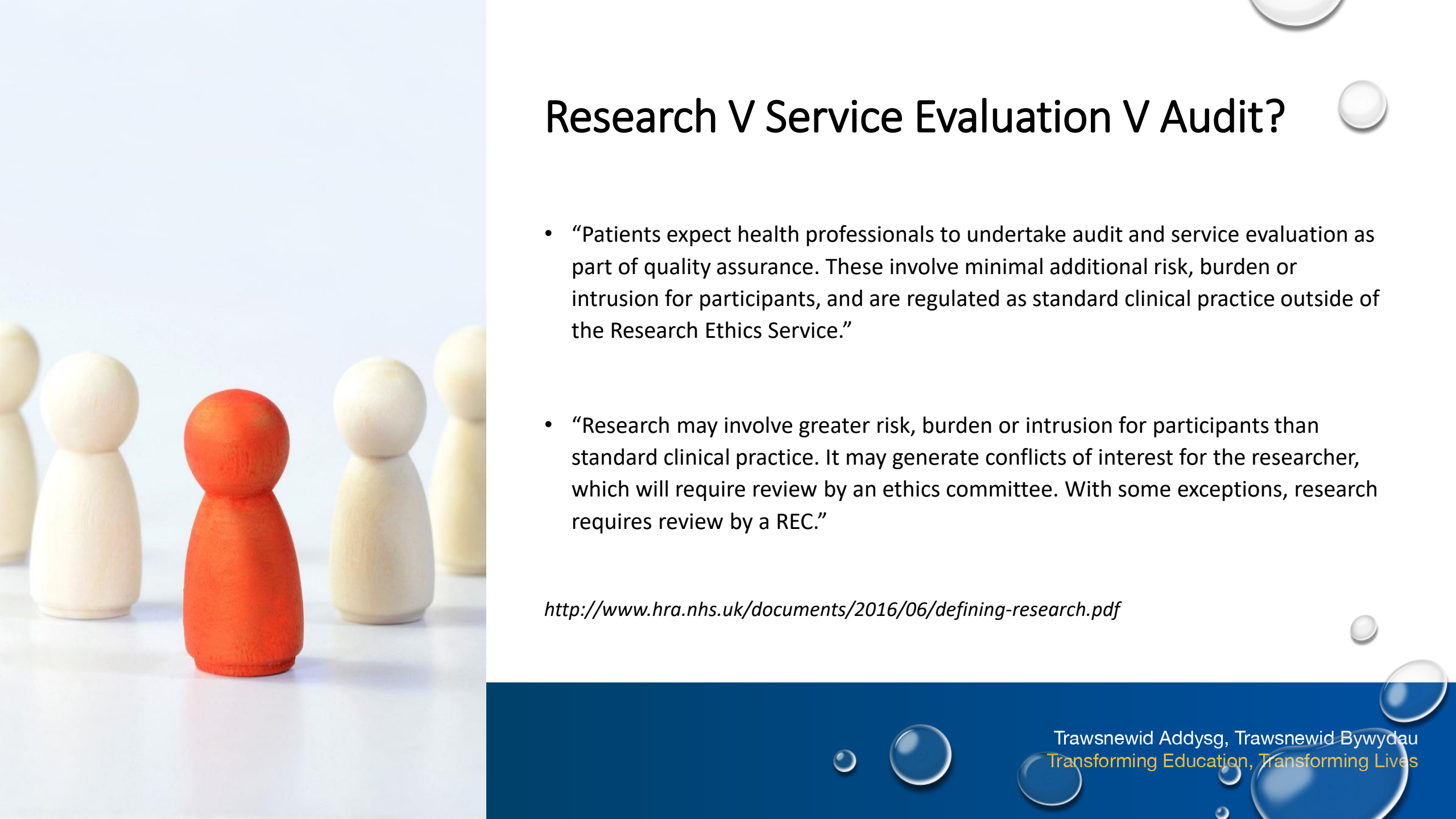
‘research’ means the attempt to derive generalisable new knowledge by addressing clearly defined questions with systematic and rigorous methods.

Health Research Authority, 2016

Research Governance Frameworks

Set out appropriate responsibilities and standards that apply to research in a specific context e.g.

- *Research Governance Frameworks for Health and Social Care in Wales*
- *British Psychological Society Code of Human Research Ethics*
- *BACP Ethical Guidelines for researching counselling and psychotherapy*



Research V Service Evaluation V Audit?

- 
- “Patients expect health professionals to undertake audit and service evaluation as part of quality assurance. These involve minimal additional risk, burden or intrusion for participants, and are regulated as standard clinical practice outside of the Research Ethics Service.”
 - “Research may involve greater risk, burden or intrusion for participants than standard clinical practice. It may generate conflicts of interest for the researcher, which will require review by an ethics committee. With some exceptions, research requires review by a REC.”

<http://www.hra.nhs.uk/documents/2016/06/defining-research.pdf>

Doing applied research



Can't "just do it"



Strict approval
processes



Consent from
organisation and
consent from those you
are wanting to research



Scientific and ethical
rigour expected



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

Why do Applied research?

- Enables us to explore and find solutions for exciting real-world questions in systematic way
- Allows to provide evidence to support (or refute) our (or other peoples') hunches or anecdotes
- Develops our ability to critically question the “status quo”

“Doing” research



Talking to people
(interviews, discussion
groups)



Giving people
questionnaires (measuring
attitudes, feelings, health
etc.)

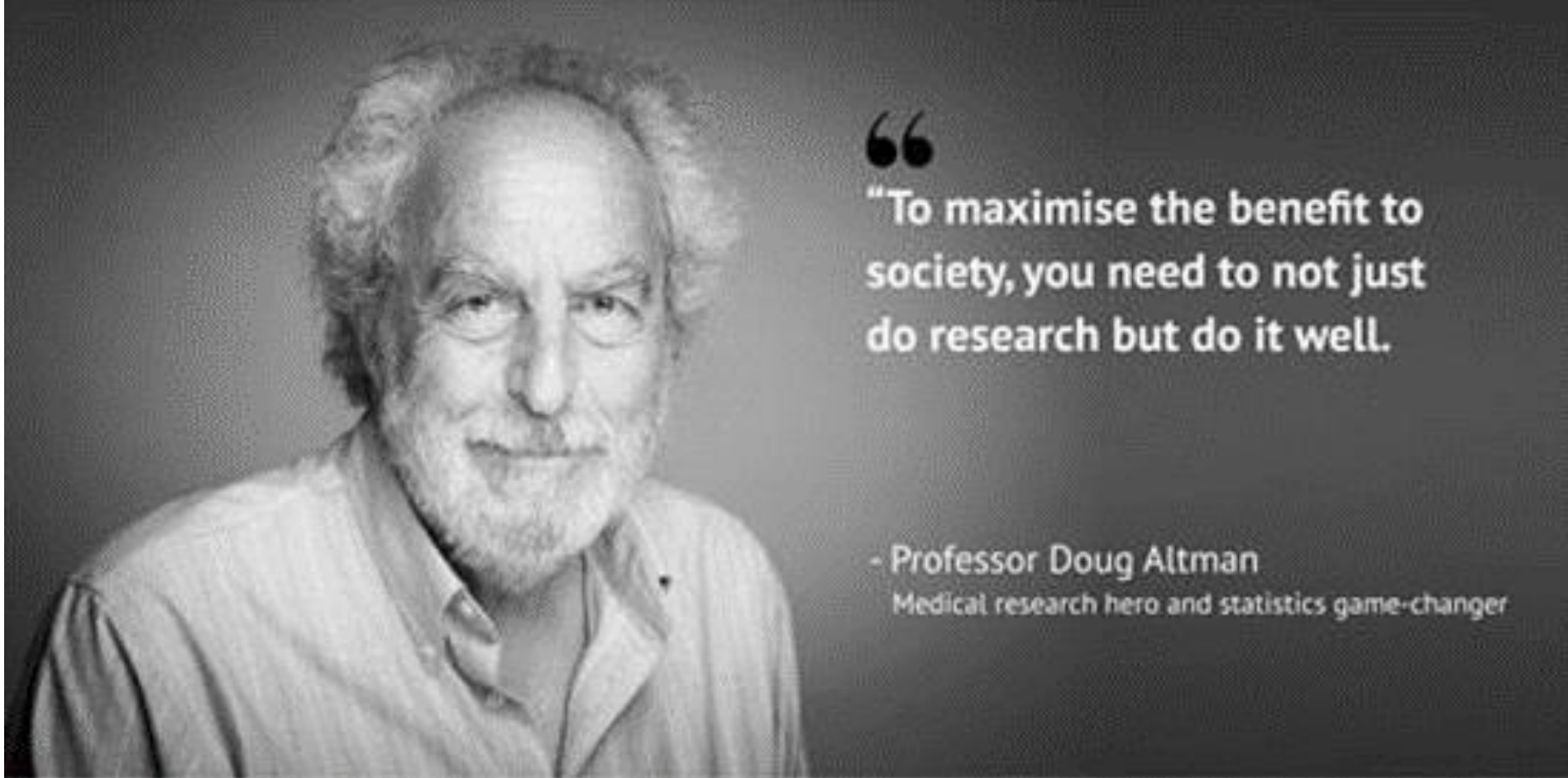


Intervention research
(implementing something
new and seeing if it works)



Experimental research
(testing or manipulating
things in a controlled
setting)





“

“To maximise the benefit to society, you need to not just do research but do it well.

- Professor Doug Altman

Medical research hero and statistics game-changer



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

Recap: Qualitative and Quantitative Data

Qualitative



Free text/words

Photos/Videos

Quantitative



Numbers

Categories / Continuous

Nominal, Ordinal, Ratio, Interval

Qualitative “versus” Quantitative Research

Quantitative research:

- We are not really interested in the sample that we study – we are interested in the target population
- Ability to generalise results to target population

Qualitative research:

- Interested in the specific experiences of our sample - the “life-world” of our participants
- Do not attempt to generalise to larger populations

NB: Growing role of “Mixed Methods” research!



Activity

- For each of the following scenarios (from week one), identify a research question and methodology for each applied statement.

Memory

Non-applied: Study working memory capacity in a lab.

Applied: Improve police eyewitness interviewing.

Stress

Non-applied: Investigate biological stress responses.

Applied: Occupational psychologist reduces NHS staff burnout.

Social Influence

Non-applied: Research conformity and obedience.

Applied: Health campaigns encourage vaccination or smoking cessation.

Attention

Non-applied: Study visual attention in experiments.

Applied: Human factors psychologists improve transport safety.

Activity: Campaign Evaluation

Thinking about your campaign ideas...

- how would you design a research study to demonstrate whether your campaign worked?

Break