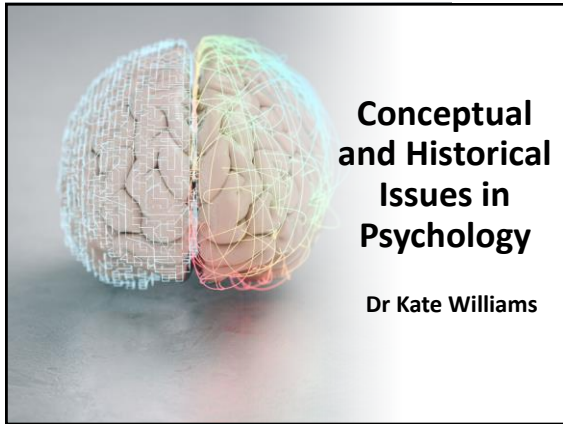




Conceptual and Historical Issues in Psychology

Dr Kate Williams

1

Session Outline:



**Assessment 1: Video Advertisement
Guidance**



**Understanding the Assessment
Proforma**



Allocation of Groups



**Confirmation of timepoint from
history**

2

Assessment 1 Video Advertisement Guidance

- Review Assessment
Proforma & AI use Guidance



- Located in Assessment 1:
Group Video Advert tile on
module Moodle page

3

Assessment 1 Video Advertisement Guidance

Review Assessment Plan Suggestion in Module Handbook

Located in Module Information tile on module Moodle page

4

Assessment 1 Video Advertisement Guidance



Can use any method – e.g.,

PowerPoint slides with video
Camcorder capturing scenario



But must be recorded on campus if using scenario



Can book lab to do scenario recording:

Email: psychlabs@uwtsd.ac.uk



Do not conduct recording in public place on campus where other people would be in view.

5

Assessment 1 Video Advertisement Guidance



Can be creative if showcasing a scenario



But do not recreate any ethically problematic studies.



No humans or animals should be harmed in the process.

6

Assessment 1 Video Advertisement Guidance

- What could you do for a scenario?
 - E.g., if wanting to showcase research during time of Behaviourist approach, you could.....
 - Focus on Pavlov's work on classical conditioning by....
 - Booking out one of the Psychology labs
 - Wear white lab coat
 - Use a **toy** dog
 - Set-up the food and bell paradigm
 - Explain the process and ethics
 - **DO NOT** bring a real dog onto campus!!!!



7

Assessment 1 Video Advertisement Guidance





WHAT IF WHOLE GROUP CANNOT MEET ON CAMPUS TO COMPLETE RECORDING?

EACH MEMBER CAN RECORD THEIR SECTION INDIVIDUALLY

EACH SEPARATE RECORDING THEN COMBINED TO CREATE A COHERENT ADVERT

8

Submission Details - Recording



Every member within a group must share the whole group recording with the module lead (Dr Kate Williams)



To do this, save the recording to your University OneDrive account and share it

Ensure permissions are set to allow

9

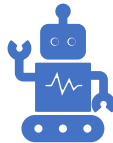
Submission Details – PowerPoint/Script

- If you used PowerPoint &/or script, this must be submitted to the TurnItIn portal on the module Moodle page as **one single document**.
- You only need to submit the PowerPoint &/or script for **your** section within the advert.
 - If you combined the PowerPoint &/or script for every member in your group, that's fine, you could submit everything, but it is not needed.
 - Only your section is required to be submitted to TurnItIn.

10

Submission Details – Use of AI

- **All** students must submit an AI acknowledgement statement either to:
 1. Confirm you have not used any AI tools in the creation of your work (if you have chosen not to make use of any AI tools).
 2. Confirm you have made use of AI, with specific information on the following:
 1. Name and link to AI tool used
 2. Date(s) it was used
 3. Purpose of its use in relation to your work
 4. Input prompts you provided
- All students must keep drafts of work, including notes, etc., before and after use of any AI tool.
- All students, regardless of whether you use an AI tool or not, will be expected to produce drafts, notes, and any materials used to construct their assessment, as necessary.



11

Submission Details – Reference List

- **All** students must submit a reference list in **APA** format
 - This is to document the sources used to inform your advert content
 - Also, if you used PowerPoint slides that contained a citation(s), these would need to be referenced
 - The Reference List must be submitted to the TurnItIn portal on the module Moodle page



12

Submission Details

• All documents requiring submission to the TurnItIn portal on the module Moodle page must be submitted as single document.

- PowerPoint,
- Script,
- AI Acknowledgement,
- Reference list

• This can either be within a PowerPoint or as a Microsoft Word document.

• Once everything is together on one document, it is advised to save and submit it as a PDF.

13

Confirmation of group members

Please now arrange yourselves into groups of four or five

14

Confirmation of advert timepoint

Use the remaining time today to start working on researching and deciding on the timepoint your group will focus the time travel advert

15

Confirmation of Recording mechanism

Work together to start researching and deciding
on the mechanism/format your group will use to
create your recorded advert

16

Any Questions?

17