

Research report: A Summary of the Guidance

Note:

Blue text = things **you** are expected to engage with or do

Green text = links to documents, videos, etc

It is expected that you are using the Psychology and Counselling House Rules Document for guidance on every section that is required to be included, as well as the content required within each section of a psychology research report. The information below is additional and has been provided to you to allow you to construct a full and well structure report.

[Linked here: Report 1 Materials and Guidance folder!](#)

Reminders:

1. Your report should be 1.5 or double spaced from the introduction onwards (the abstract does not have to be 1.5/double spaced)
2. Citations and references within the reference list must be in APA 7th edition
3. Tables and/or figures must be titled appropriately
4. All headings must be included and formatted correctly (main headings should be in bold and centre justified, secondary headings [method sub-sections] should be in bold and left justified)

Title Page

This should be the first page and should contain the assessment title or the research question that is being explored.

Exploring the difference in levels of social media use between extraverts and introverts.

Abstract

On a new page, this should be approximately 150 words and summarise each of the four main sections of the report; Introduction, Method, Results, and Discussion.

Remember that the abstract is not included in your word count.

Introduction

On a new page, start introducing the topic/s that are being explored. This question is asking you to explore personality (specifically the trait of extraversion) and social media use, and so the literature you source and include in this section must be relevant to these topics. [There are four journal articles available on Moodle to start you off with your literature search, but you should be conducting an independent literature search to retrieve relevant information to introduce these topics.](#) The literature you choose to include overall should provide information on what research suggests is the difference in the ways in which extraverts and introverts engage with social media. It would be useful for you to provide specific information on this section that refers to the **direction** of the difference where it is reported (e.g., does research suggest that individuals with higher levels of extraversion are likely to engage in more use of social media).

You should end this section with a clear and justified hypothesis – what do you expect to find based upon the literature you have now read and included in this section? Remember that your hypothesis must also be worded correctly in relation to your design (e.g., it is hypothesised that there will be a significant difference in levels of social media use between extraverts and introverts, with extraverts reporting higher levels of engagement with social media).

Method

(do not forget that this section must be written in the **past tense** and you must write in full sentences and paragraphs. **No bullet pointed lists!**)

*You are being provided with the **materials** section for this report only. When we write materials sections in research reports, they can be long and are expected to be considered in detail – the aim of this is to ensure you provide enough detail for anyone else to replicate your study exactly as you did it using the materials you used. So, you will not be marked on the materials section and **you should be copying this into your research report.** The information in the other three sections below, however, is there to guide you to write these to the appropriate standard, and you must not copy any of the information in these sections into your own report, as it simply isn't set up to be specific enough or written academically enough! You should be starting to construct the procedure section during class in week three, with further information being able to be added from week 4 onwards when the data is provided to you. It is expected that you are adding to your report as we go through the information during class time.*

[Linked here is the Qualtrics study for you to run through to generate information on the procedure if you were not present during class to do this.](#)

Participants

How many participants in total? How many were male and how many female? What was the age range? Mean and SD must also be included. [The data to complete this section is contained within the SPSS dataset – you are required to work through descriptive analysis to get the frequencies and means and SD's as appropriate.](#)

Linked:

[Descriptive analysis worksheet can also be found in the Report Materials and Guidance folder](#)

[Descriptive analysis video](#)

Design

Between-subjects

Variables measured = levels of extraversion (IV) and social media use (DV). Participants categorised into low or high levels of extraversion based upon sample mean.

Analysis = Independent samples t-test.

Materials

There are TWO main materials that need to be explained in detail for this report. 1 = the Big Five Inventory and 2. The Social Media Use Questionnaire. As noted above, this section has been written in full for you and is provided below. **You CAN copy and paste this in – you will not be penalised for this as this is a skill you will not yet have learned.** I have also added a document containing the 'questions' that should be considered when writing up the details of a questionnaire have been included in the [Report Materials and Guidance folder](#). (as noted in previous sessions, this can be seen as a 'checklist' of sorts).

The questionnaire used to collect data on Extraversion levels in this study was the Big Five Inventory (BFI; John et al., 1991 - [Provided on Moodle in Report Materials and Guidance folder](#)).

The questionnaire used to collect data on social media use was the Social Media Use Questionnaire (SMUQ; Xanidis & Brignell., 2015 – also [provided on Moodle in Report Materials and Guidance folder](#)).

Data for the entire study was collected online using the Qualtrics survey system ([link to the Qualtrics survey here](#)).

Materials

The Big Five Inventory (BFI; John & Srivastava, 1999) was used to assess levels of extraversion in participants (see appendix A). The full BFI includes 44 items, however only items related to the trait of extraversion were used in this study. A total of eight items, therefore, were used to measure extraversion levels. Participants were instructed to respond to each of the eight statements based on how they generally see themselves, and the anchor 'I see myself as someone who...' was provided at the beginning of the questionnaire. Responses to each statement, including "... generates a lot of enthusiasm", were given on a 5-point Likert scales anchored from 1 = strongly disagree to 5 = strongly agree, with total scores on the scale subsequently ranging from eight to 40. Three items were negatively worded and required reverse scoring prior to analysis. Higher scores for this personality trait indicate a more outgoing and sociable person. Internal reliability for the extraversion scale in this study was initiated to be .56 which is lower than that reported by John, Donahue and Kentle (1991) (Cronbach's alpha = .83).

To measure level of social media use, the Social Media Use Questionnaire (SMUQ; Xanidis & Brignell., 2016) was used. This questionnaire contained nine items that aimed to assess levels of dependence to social networking sites (SNS). Participants were asked to provide a response to statements, such as "I spend a large proportion of my day using social network sites", on a five-point scale anchored between zero (never) to five (always). Final scores ranged between zero and 36, with higher scores indicative of higher levels of dependence on SNS. Internal reliability for this scale was .90, which corresponds with previous research using this scale (e.g., Xanidis & Brignell, 2016)

The two references below are to be placed into your reference list (don't copy these into the main body of your report)

John, O. P., Donahue, E. M., & Kentle, R. L. (1991). *The Big Five Inventory--Versions 4a and 54*. Berkeley, CA: University of California, Berkeley, Institute of Personality and Social Research.

Xanidis, N., & Brignell, C. M. (2016). The association between the use of social network sites, sleep quality and cognitive function during the day. *Computers in Human Behaviour*, 55(Part A), 121-126. <https://doi.org/10.1016/j.chb.2015.09.004>

Procedure

Recruitment via the Experiment Management System (EMS) → Online study; link clicked to access survey → Information sheet → Consent form → Demographic information (gender and age) → Extraversion questionnaire completed → Social media use questionnaire completed → debrief and thanks for participation.

Results

Data has been provided within an SPSS dataset and is available on Moodle in the [Report Materials and Guidance Folder](#). There are several things you will need to do prior to being able to analyse the data:

[video for reverse scoring, calculating scores, and categorising linked here](#)

[Report specific guidance for reverse scoring, calculating scores, and categorising is within the Report Materials and Guidance Folder \(titled MANIPULATING DATA \(report\)\)](#)

1. Reverse score the relevant items in the BFI (items 2, 5 and 7)
2. Calculate the total score for Extraversion
3. Calculate the total score for social media use
4. Categorise participants into groups of extraversion (low and high) based on the mean
 - a. To do this, you will need to work out the mean (go to Analyze → Descriptive statistics → Descriptives. Move over the total Extraversion variable. Click ok. This will generate the mean score).
 - b. Then, you need to follow the process for categorising as outlined in the manipulating data video linked at the top of the page.

[Panopto recording for the Independent samples t-test linked here](#)

[Example of results section for an independent samples t-test in folder.](#)

This is an EXAMPLE! It is not specific to your study, so make sure you are using the correct variable names and correct statistics from your own output!

What analysis was conducted and why?

What were the descriptives? You should be reporting mean and standard deviation scores of extraversion and social media use here.

The statistics from the analysis MUST be included! And in the correct formula as shown below:

$$t(df) = t\text{-value}, p = \text{____}.$$

Were the results significant or non-significant?

What does this mean and how do these results relate to your hypothesis? Can it be supported, or must it be rejected?

Your SPSS output showing the analysis and results must be included within the appendices (and NOT pasted into the main body of your results section!)

Discussion

Reiterate the main findings: the narrative explanation of what your results show (no stats should be provided in the discussion). How do these findings relate to previous research findings (the literature/references you have included in your introduction to this report?) Why do you think the findings were as they were? What other factors could be discussed in relation to this topic? Are there any areas that could be expanded upon for future research? Discuss, critique and support your claims with literature to make this section stronger.

References

Start your references on a new page. Ensure they are in APA 7th style, in alphabetical order, and include a hanging indent.

Appendices

(label A – X in whatever order you refer to them within your report). All of these (bar your own SPSS output) can be found in the [Report Materials and Guidance folder](#)

Information sheet

Consent form

Debrief sheet

Extraversion questionnaire

Social media use questionnaire

Full SPSS output