



MSc Applied Social & Health Psychology

M7X01449 Applied Research, Ethics & Analysis

Assessment Guidance Notes

AREA Assessment Component 6: Assignment Guidance Multiple Regression Results Write-up

Background: the dataset you are working with is from a hypothetical study exploring sociodemographic and psychological predictors of seasonal influenza vaccination. The data has come from 175 participants who were approached in the waiting area of a doctor's surgery in Swansea, during October 2017. The research team was interested in exploring whether the Theory of Planned Behaviour was a useful predictor of people's intentions to have the seasonal influenza vaccination. They also wanted to explore whether core demographic variables may predict seasonal influenza vaccination uptake in this sample.

Data was collected on gender, age, education level, and the variables of the TPB (Attitudes, Intentions, Subjective Norm, and Perceived Behavioural Control). Some of the items on the TPB questionnaire required reverse coding (see copy of questionnaire). This has already been completed. Therefore, only the appropriate total scale scores for each variable is presented in the dataset. The dataset has also already been screened and cleaned.

1. Familiarise yourself with the data variables and scoring using SPSS and the information contained within the questionnaire.
2. Run the descriptives for the demographics and scale scores and report these appropriately (Do **not** put SPSS tables in your results write-up, you must create your own).
3. Identify and enter the demographic variables into Step One of the Multiple Regression.
4. Identify the predictor variables from the theoretical model being used (TPB) and enter them into Step Two of the Multiple Regression.
5. Carry out a multiple regression analysis and report this appropriately, including a statement about whether the data has met the assumptions for the analysis.
6. Interpret the findings as you would in the results section of an APA journal and provide a brief concluding statement about the potential value of TPB as a model for explaining seasonal influenza vaccine uptake.

Word count – approximately 1,000 words

You must include all outputs and a screenshot of your final input dataset as an appendix to your written report.