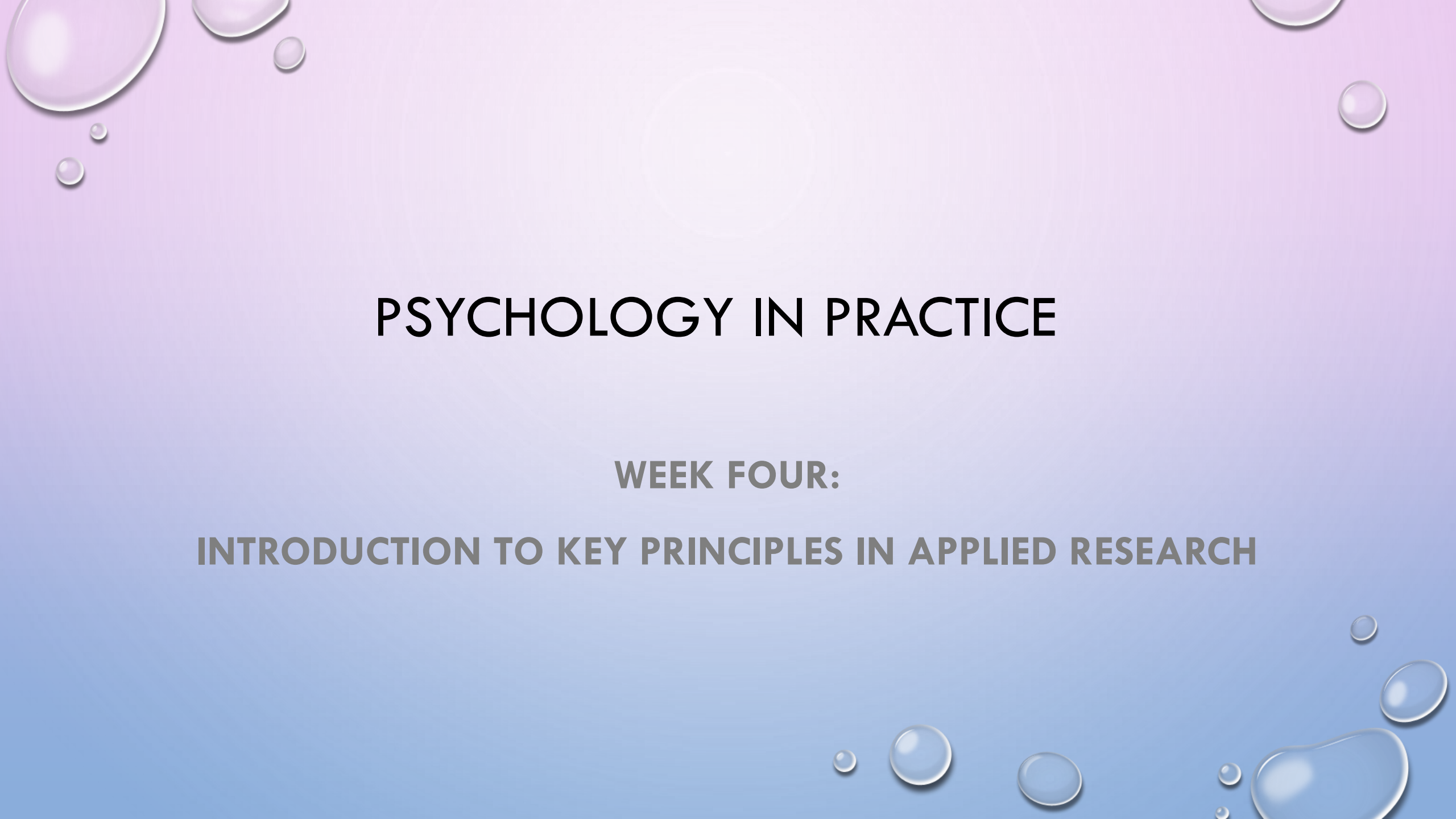




PSYCHOLOGY IN PRACTICE

WEEK FOUR:

INTRODUCTION TO KEY PRINCIPLES IN APPLIED RESEARCH



WHAT IS 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*

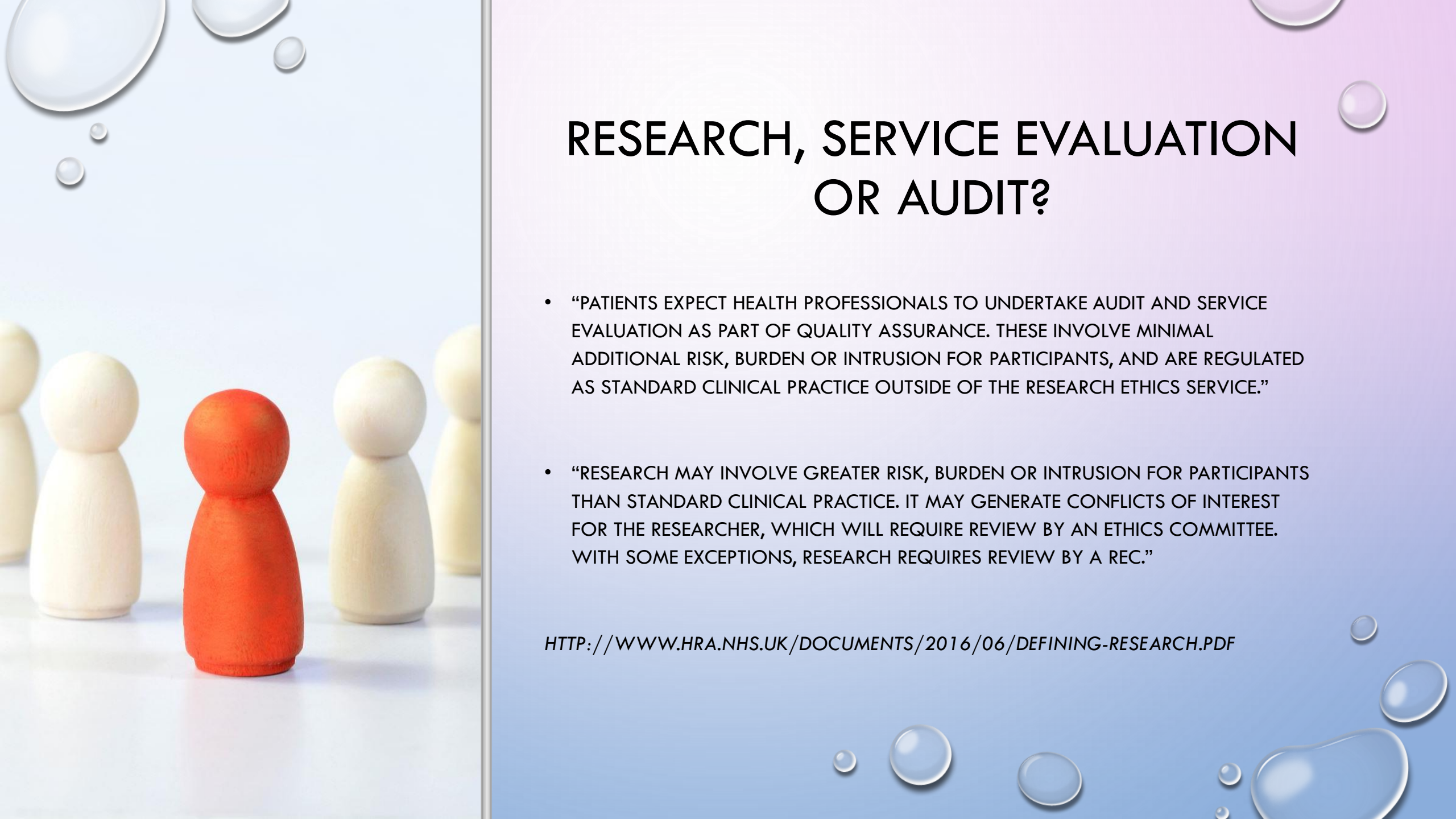
[HTTP://GOV.WALES/DOCS/DHSS/PUBLICATIONS/GOVERNANCE/090929RESEARCHEN.PDF](http://gov.wales/docs/dhss/publications/governance/090929researchen.pdf)

- *BRITISH PSYCHOLOGICAL SOCIETY CODE OF HUMAN RESEARCH ETHICS*

[HTTP://WWW.BPS.ORG.UK/SITES/DEFAULT/FILES/DOCUMENTS/CODE OF HUMAN RESEARCH ETHICS.PDF](http://www.bps.org.uk/sites/default/files/documents/code_of_human_research_ethics.pdf)

- *BACP ETHICAL GUIDELINES FOR RESEARCHING COUNSELLING AND PSYCHOTHERAPY*

[HTTPS://WWW.BACP.CO.UK/DOCS/PDF/E_G.PDF](https://www.bacp.co.uk/docs/pdf/E_G.pdf)

The slide features a decorative background. On the left, there is a vertical strip showing several white wooden human figures on a white surface, with one figure in the center being red. The rest of the slide has a light blue to purple gradient background, adorned with various sizes of realistic water droplets.

RESEARCH, SERVICE EVALUATION OR 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](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

WHY DO RESEARCH?

- ENABLES US TO EXPLORE EXCITING 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"
- BECOME FAMILIAR WITH EMPIRICAL PAPERS RATHER THAN ANECDOTAL ARTICLES
- EXCELLENT FOR CONTINUING PROFESSIONAL DEVELOPMENT

“DOING” RESEARCH



Talking to people
(interviews, discussion
groups)



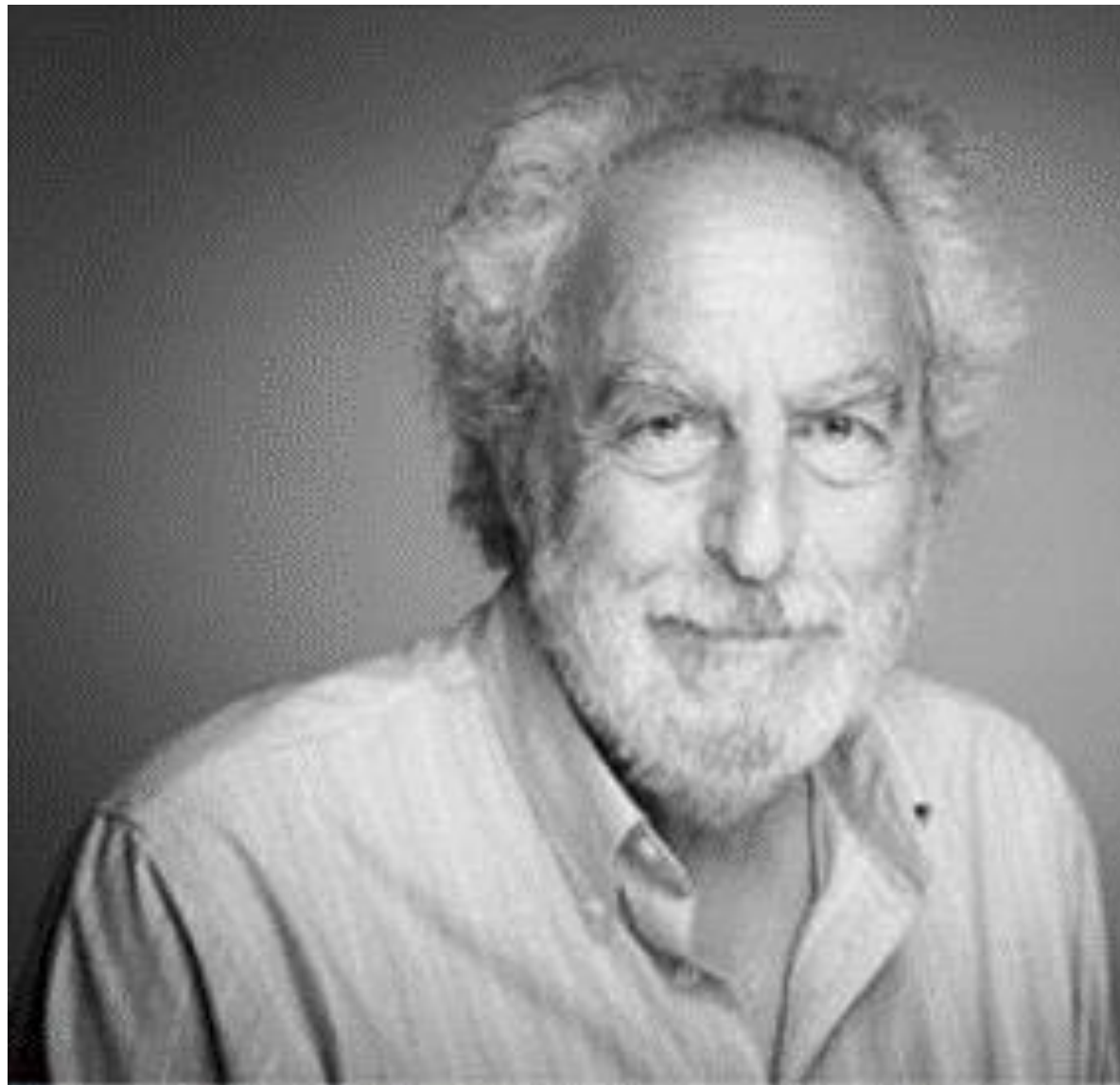
Giving people
questionnaires (measuring
attitudes, feelings, health
etc.)



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

DIFFERENT TYPES OF RESEARCH:



BASIC VERSUS
APPLIED RESEARCH



QUALITATIVE VERSUS
QUANTITATIVE



EXPERIMENTAL V
NON-EXPERIMENTAL

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!

HYPOTHESES, VARIABLES AND OPERATIONAL DEFINITIONS



Hypotheses



A hypothesis is a tentative statement about the relationship between two or more variables. It is a specific, testable prediction about what you expect to happen in a study.



It should simplify, not complicate, your understanding of a study



Qualitative research does not use hypotheses as no statistical testing, but robust research questions are still required

YOUR TASK

THINKING ABOUT YOUR CAMPUS CAMPAIGN IDEAS FROM WEEK ONE

- HOW WOULD YOU DESIGN A RESEARCH STUDY TO DEMONSTRATE WHETHER YOUR CAMPUS INTERVENTION WORKED?
 - WHAT DOES “WORKED” MEAN?
 - WHO
 - HOW?
- IDENTIFY A HYPOTHESES TO SUPPORT YOUR “HUNCH”
- GET ON GOOGLE SCHOLAR TO CHECK EXISTING RELATED EVIDENCE