

MODULE SPECIFICATION FORM

Module Title: An Introduction to Data Analysis	Level: 4	Credit Value: 20
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Module code: PSY410	Cost Centre: GAPS	JACS3 code: C800
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Trimester(s) in which to be offered: 1 or 2	With effect from: Sept 2014
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Office use only: To be completed by AQSU:	Date approved: February 2014
	Date revised: September 2014 (to include Mktg programme)
	Version no: 2

Existing/New: Existing	Title of module being replaced (if any):
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Originating Academic Department: Psychology	Module Leader: Sally Ann Baker
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Module duration (total hours): 200 Scheduled learning & teaching hours: 48 Independent study hours: 152	Status: core/option/elective (identify programme where appropriate): Core
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Programme(s) in which to be offered: BSc (Hons) Psychology BSc (Hons) Marketing and Consumer Psychology	Pre-requisites per programme (between levels): None
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<p>Module Aims:</p> <ul style="list-style-type: none"> • To provide students with the opportunity to develop further an understanding of the nature and scope of research methods in psychology • To enable students to acquire a basic level of knowledge and understanding of the research process and research methodologies • To provide students with an introduction to statistics and qualitative data analysis
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Intended Learning Outcomes:

At the end of this module, students will be able to:

1. Appreciate the difference between research, other evidence, and the need for evidence-based practice (KS1)
2. Discuss, in depth, the ethical issues inherent in research
3. Identify and apply quantitative data collection methods used in psychological research (KS6)
4. Identify and apply qualitative data collection methods used in psychological research
5. Apply data analysis techniques
6. Explain the strengths and limitations of selected psychology research approaches: experiment, survey, and observation (KS10)

Key skills for employability

1. *Written, oral and media communication skills*
2. *Leadership, team working and networking skills*
3. *Opportunity, creativity and problem solving skills*
4. *Information technology skills and digital literacy*
5. *Information management skills*
6. *Research skills*
7. *Intercultural and sustainability skills*
8. *Career management skills*
9. *Learning to learn (managing personal and professional development, self management)*
10. *Numeracy*

Assessment:

1. A discussion of research with reference to one psychological area
2. A research report based on data collected within the class room utilising a mixed methods approach
3. A portfolio of 10 tasks carried out within the practical sessions.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2,6	Essay	40%		1500
2	3, 4	Report	40%		1500
3	5	Portfolio	20%		1000

Learning and Teaching Strategies:

The learning and teaching strategy will employ formal lecture, group and independent working. The prime strategy will be 'learning by doing', this will be achieved through structured class based workshops. This will comprise of 12 x 2 hour lectures and 12 x 2 hour practicals.

Syllabus outline:

- Qualitative and quantitative methods
- Problem definition and hypothesis formation
- Reliability and validity
- Descriptive and summary statistics e.g. measure of central tendency; frequency
- Statistical inference in parametric and non-parametric data
- Development, application and reporting of observational research
- Development and application and reporting of an experiment
- Development and application and reporting of surveys
- SPSS and data analysis

Bibliography:

Essential reading:

Coolican, H. (2013). *Research methods and statistics in psychology* (5th ed.). Abingdon, UK: Routledge.

Field, A. (2013). *Discovering statistics using IBM SPSS Statistics*. (4th ed.). London, UK: Sage.

Other indicative reading:

Harris, P. (2008). *Designing and reporting experiments*. (3rd ed.). Maidenhead, UK: Open University Press.

Willig, C. (2009). *Qualitative research in psychology*. Milton Keynes, UK: Open University Press.