

<b>Module Code:</b>	PSY414
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<b>Module Title:</b>	An Introduction to Data Analysis
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<b>Level:</b>	4	<b>Credit Value:</b>	20
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<b>Cost Centre(s):</b>	GAPS	<u>JACS3</u> code:	C800
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<b>School:</b>	Social & Life Sciences	<b>Module Leader:</b>	Jo Turley
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Scheduled learning and teaching hours	36 hrs
Guided independent study	164 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	200 hrs

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
BSc (Hons) Psychology	✓	<input type="checkbox"/>

<b>Pre-requisites</b>
None.

**Office use only**

Initial approval: 08/03/2018

Version no:1

With effect from: 23/09/2019

Date and details of revision: August 2020 updated reading list

Version no: 2

## Module Aims

- To provide students with the opportunity to further their understanding of the nature and scope of research methods in psychology.
- To build on the students' knowledge of data collection and analysis within psychology that was introduced within PSY408 An Introduction to Research Design.

## Intended Learning Outcomes

### Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

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

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Appreciate the difference between research, other evidence, and the need for evidence based practice	KS1	
		KS5	
2	Discuss the ethical issues inherent in research	KS1	
		KS5	
3	Produce a research report	KS1	KS6
		KS3	
		KS4	
4	Identify and apply qualitative data collection methods used in psychological research	KS6	
5	Identify and apply quantitative data collection methods used in psychological research	KS10	
		KS6	
6	Apply data analysis techniques	KS4	
		KS10	
7	Explain the strengths and limitations of selected psychology research approaches: e.g. experiment, survey and observation	KS1	KS10
		KS3	
		KS5	

### Transferable skills and other attributes

- Study, writing, IT skills.
- Communication skills.
- Interpret data effectively.
- Data analysis

### Derogations

None.

### Assessment:

#### Indicative Assessment Tasks:

1. A research report based on data collected within the class room utilising a mixed methods approach.
2. A portfolio of tasks carried out within the practical sessions throughout the module.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	3, 4, 6	Report	50%	N/A	1,500
2	1, 2, 5,6, 7	Portfolio	50%	N/A	1,500

### Learning and Teaching Strategies:

The module is delivered over 12 weeks, and 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 practical/workshop sessions.

### Syllabus outline:

- Probability Theory
- Quantitative and qualitative methods.
- Problem definition and hypothesis formation.
- Reliability and validity (scales).
- Statistical inference in parametric and non-parametric data investigating relationships.
- Development, application and report of observational research.
- Development and application and reporting of surveys.
- Development and application and reporting of an experiment.
- SPSS and data analysis.

<b>Indicative Bibliography:</b>
<b>Essential reading</b>
Braun, V. & Clarke, V. (2013). <i>Successful qualitative research: A practical guide for beginners</i> . London, UK: Sage
<b>Other indicative reading</b>
Smith, J. A. (Ed). (2015). <i>Qualitative psychology</i> (3 <sup>rd</sup> ed.). London, UK: Sage. Willig (2009). <i>Qualitative research in psychology</i> . Milton Keynes, UK: Open University Press.  <b>Journals</b> Qualitative research in Psychology Qualitative Research The Qualitative Report