

Module specification

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Module Code	PSY765
Module Title	Applied Research Methods
Level	7
Credit value	20
Faculty	FSLS
HECoS Code	100497
Cost Code	GAPS
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MSc Applied Psychology	Core

Breakdown of module hours

Learning and teaching hours	21 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	21 hrs
Placement hours	0 hrs
Guided independent study hours	179 hrs
Module duration (Total hours)	200 hrs

Module aims

This module aims to provide students with the knowledge and confidence to approach, quantitative and qualitative analyses in the context of applied research methods at an advanced level. The module will provide students with an overview of historical and philosophical issues within psychology with particular focus on issues related to applied research. Student will develop their knowledge and understanding of advanced approaches to quantitative and qualitative analysis appropriate for applied research. The module will enable students to appraise evidence, develop research designs and discuss practical issues in a variety of research contexts. Students will develop a critical understanding of ethics and research conduct and will gain an appreciation for current debates in research.

Module Learning Outcomes

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

1	Critically discuss the philosophical approaches to research and apply them to applied psychological enquiry.
2	Analyse and interpret data from a variety of research settings at an advanced level
3	Critically evaluate the use of different methods and methodologies (to include quantitative and qualitative) for specific questions and areas of practice and apply this to research articles.
4	Critically evaluate the interpretation of findings and implications of data analysis, synthesising this interpretation with relevant literature.
5	Evaluate ethical practice in relation to psychological research.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1: Portfolio – Students will be required to work through a portfolio of tasks that will demonstrate their knowledge and understanding of both qualitative and quantitative applied data analysis methods and practical research skills at an advanced level.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3, 4, 5	Portfolio	4000 equivalent	100%	N/A

Derogations

All elements of assessment must be attempted. Overall 50% pass mark for each module.

Learning and Teaching Strategies

A range of different learning and teaching strategies will be utilised in this module, including lectures, seminars, group and individual activities, directed and self-directed learning, and tutorials. Module content will include pre-recorded asynchronous online content that will inform synchronous sessions. This will allow students time to reflect on and further develop their knowledge ahead of consolidating learning through group workshops and/or seminars. All learning and teaching methods are supported by the University's virtual learning environment, Moodle, where students will be able to access clear and timely information to support the



delivery of content such as videos, links to relevant online information, discussion forums, and pre-recorded lectures. The University's Active Learning Framework (ALF) is embedded within the module to achieve optimal accessibility, inclusivity, and flexibility in terms of teaching and learning. This is in line with the principles of Universal Design for Learning (UDL). A learning blend is used that combines synchronous and asynchronous digitally enabled learning with best use of online opportunities and on-campus spaces and facilities.

Welsh Elements

Students can present their work, access forms, resources, email correspondence, placement support and personal tutorials in Welsh.

Indicative Syllabus Outline

- Ethical and conduct – considerations within an applied psychology setting
- Philosophical approaches to research within psychology, how does this inform research in an applied setting?
- Quantitative Research Design and Methods
 - questionnaire design and psychometrics
 - experimental design and relevant skills
 - advanced approaches to quantitative analysis appropriate for applied research (i.e., general linear model and extensions of these techniques)
- Qualitative Research Design and Methods:
 - interview practices and skills
 - observation practices and skills
 - focus groups practices and skills
 - advanced approaches to qualitative analysis appropriate for applied research (i.e., thematic analysis, IPA, content analysis and narrative analysis)
- The nature and practice of mixed methods
- Strengths and limitations of the different methods of analysis
- Practical research skills
- Research management
- Secondary data analysis (i.e., systematic review and meta-analysis)
- Data analysis and reflexivity
- Publishing and professional research practice.

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Braun, V. & Clarke, V. (2013). Successful qualitative research: A practical guide for beginners. SAGE.

Brough, P. (2019). Advanced research methods for applied psychology: Design, analysis and reporting. Routledge.

Sullivan, C., & Forrester, M. A. (Eds.). (2018). Doing qualitative research in psychology: A practical guide. Sage.

Other indicative reading:

Braun, V., & Clarke, V. (2021). Thematic analysis. SAGE

Creswell, J. W., & Clark, V.L. P. (2017). Designing and conducting mixed methods research (3rd ed.). SAGE.

Field, A. (2017). Discovering statistics using IBM SPSS statistics (5th ed.). Sage.

Willig, C. (2022). Introducing qualitative research in psychology (4th ed.). Open University Press.

Administrative Information

For office use only	
Initial approval date	April 2026
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