

Module Details	
Module Title	Advanced Psychological Research Methods
Module Code	PSY7021-B
Academic Year	2023/4
Credits	20
School	School of Social Sciences
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Lectures	20
Laboratories	15
Directed Study	165

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
<p>The module aims to demonstrate an understanding of advanced quantitative and qualitative design and measurement:</p> <ul style="list-style-type: none"> <li>- Advanced qualitative analyses will cover dialogical analysis, rapid qualitative analysis and grounded theory.</li> <li>- Advanced quantitative analyses will cover a range of advanced multivariate analyses (for instance, but not limited to, MANCOVA, multivariate regression analyses and psychometrics).</li> </ul>

Outline Syllabus
<p>On this module you will explore issues of ethics and quality that inform decisions about advanced qualitative and quantitative research design and application grounded at a theoretical and practical level. You will learn to select and apply an appropriate theoretical perspective, methodology and method to address different research aims.</p> <p>Experience will be gained in the use of advanced qualitative data analysis including dialogical analysis, rapid qualitative analysis and grounded theory. You will become familiar with the principles of psychometrics and will engage with complex quantitative research designs involving multiple independent and dependent variables. Univariate and multivariate methods will be used to analyse data using appropriate statistical software.</p>

Learning Outcomes	
Outcome Number	Description
01	Understand the need for appropriate methods of data collection and analysis in psychology.
02	Apply philosophical and theoretical concepts and principles underpinning quantitative and qualitative research in psychology.
03	Critically evaluate different approaches to experimental and qualitative research design in psychology.
04	Demonstrate a comprehensive and critical understanding of the differences and similarities, advantages and limitations of quantitative and qualitative research methods.
05	Undertake appropriate quantitative data analysis in psychology; Code, enter and analyse quantitative data (using a wide variety of inferential statistics) using SPSS.
06	Select and apply a form of qualitative data collection and analysis appropriate to a research aim and setting;
07	Identify and use appropriate research tools and specialist software packages.

Learning, Teaching and Assessment Strategy
<p>This module will use lectures to deliver the substantive content of the module. Practical and problem based learning will help you to clarify ideas and engage in activities which will develop and extend existing skills in quantitative and qualitative research design, analysis, interpretation and evaluation during laboratory and workshop sessions.</p> <p>Quantitative research skills will be assessed by a 2000 word research article. Qualitative research skills will be assessed by a 2000 word assignment presenting a qualitative analysis.</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Research article based on a data set (2000 words)	50%
Summative	Coursework - Written	Research article of a qualitative analysis (2000 words)	50%

Reading List
To access the reading list for this module, please visit <a href="https://bradford.rl.talis.com/index.html">https://bradford.rl.talis.com/index.html</a>

*Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*

