

Module Details	
Module Title	Research Methods in Psychology
Module Code	PSY7004-B
Academic Year	2020/1
Credits	20
School	School of Social Sciences
Subject Area	Psychology
FHEQ Level	FHEQ Level 7
Pre-requisites	N/A
Co-requisites	N/A

Contact Hours	
Type	Hours
Online Lecture (Synchronous)	22
Online Seminar (Synchronous)	7
Laboratories	11
Directed Study	160

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

Module Aims
<p>This module aims to facilitate a critical understanding of a range of different empirical research methods in psychology. The objectives are to give you a depth of understanding regarding the advantages, limitations and appropriateness of a variety of quantitative and qualitative data collection and analysis methods. Throughout the module you will have the opportunity to work through some of the issues and practicalities of carrying out and reporting empirical research.</p>

## Outline Syllabus

On this module you will engage with different methodological approaches including the ethical and philosophical underpinnings of psychological research. You will critically consider the applications of quantitative and qualitative methods of data collection and analysis. Descriptive and inferential statistics will be covered including parametric and non parametric tests, for example t-tests, chi square, correlations, ANOVA and regression. Qualitative theoretical perspectives and methodologies will also be covered including Thematic Analysis and Interpretive Phenomenological Analysis (IPA).

## Learning Outcomes

Outcome Number	Description
01	a) understand the need for appropriate methods of data collection and analysis in psychology b) apply philosophical and theoretical concepts and principles underpinning quantitative and qualitative research in psychology c) critically evaluate different approaches to experimental design in psychology.
02	a) demonstrate a comprehensive and critical understanding of the differences and similarities, advantages and limitations of quantitative and qualitative research methods b) undertake appropriate data analysis in psychology; code, enter and analyse quantitative data (using a wide variety of inferential statistics) using SPSS. c) select and apply a form of qualitative analysis appropriate to a research aim and setting; analyse, interpret and critically present qualitative analysis using thematic analysis or IPA
03	a) identify and use appropriate research tools and specialist software packages

## Learning, Teaching and Assessment Strategy

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.

Quantitative research skills will be assessed by a research article of up to 2000 words.

Qualitative research skills will be assessed by a 2,000 word assignment presenting a qualitative analysis.

## Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Coursework	2000 word research report	N/A	50%
Summative	Coursework	2000 word assignment presenting a qualitative analysis	N/A	50%

## Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

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.*

---

© University of Bradford 2020

<https://bradford.ac.uk>