City University of Hong Kong

Information on a Course
offered by Department of Applied Social Sciences
with effect from Semester A in 2014/2015

Part I

Course Title:	Design and Analysis for Psychological Research I
Course Code:	SS3707
Course Duration:	One semester
No. of Credit Units:	3
Level:	B3
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: (Course Code and Title):	SS2023 Basic Psychology I; and SS2028 Basic Psychology II; and SS2033 Research Methods for Behavioural Sciences or SS2027 Social Statistics and Research Methods
Precursors: (Course Code and Title):	Nil
Equivalent Courses: (Course Code and Title):	Nil
Exclusive Courses: (Course Code and Title):	SS3421 Applied Data Analysis and Interpretation for the Social Sciences or SS2032 Applied Data Analysis and Interpretation

Part II

1. Course Aims:

This course aims to provide essential training in research designs and quantitative methods commonly employed in psychology. Upon completion of the course students should be able to plan a psychological research study which is feasible and relevant for operation and to conduct simple quantitative analysis.

2. Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	explain major theories and principles of research methodology in psychology;	25%
2.	choose appropriate research designs and statistical methods and apply them in the investigations of human behaviour;	25%
3.	execute basic computations on behavioural data by hand and to analyse them with the help of computer; and	25%
4	organize, synthesize, and differentiate the research literature for the planning of an investigation in an area of psychology.	25%

3. Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	TLA1	TLA2	TLA3	Hours / course (if applicable)
CILO 1	✓			
CILO 2	✓	✓		
CILO 3	✓	✓		
CILO 4			✓	

Describe the TLAs:

TLA1: Lectures

Lectures: Focused on explaining pertinent concepts and practices in research methodology and statistical analysis.

TLA2: Computer Labs

Computer Labs - practical hands-on training in data manipulation and data analysis using SPSS. Students will be given opportunities to generate their own dataset and work on it during the Labs.

TLA3: Workshops

Workshops - group project preparation and consultation. Students are being inspired to generate creative ideas in proposing a psychological research project.

4. Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable) State CILOS in percentages	Remarks
CILO 3	AT1: Short Assignment	20%	
CILO 1-3	AT2: Quiz	40%	
CILO 2, 4	AT3: Project Writing	30%	
CILO 3	AT4: Laboratory Participation	10%	

Further description of ATs:

AT1: Short Assignment (20%)
Practice on data manipulation and statistical reporting using SPSS, appended with computation by hand and editing of tables/graphs.

AT2: Quiz (40%)
Objective test comprising of multiple choice questions and statistical problem solving.

AT3: Project writing (30%)
At the end of the term, students will submit a group research proposal in APA format. Emphasis is on the integration of psychology literature and the formulation of hypotheses and design. Students are encouraged to generate innovative and creative ideas in their proposals.

AT4: Laboratory participation (10%)
Higher marks will be awarded to students with good attendance in computer labs and showing active involvement and enthusiastic attitudes in group project.

5. Grading of Student Achievement:

Refer to Grading of Courses in the Academic Regulations.

Letter Grade	Grading criteria in relation to CILOs
A+ A A-	Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.
B+ B B-	Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.
C+ C C-	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.
D	Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.
F	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

Part III

1. Keyword Syllabus:

experimental and non-experimental designs, basic statistics, inferential statistics, samples and population, estimation of population means, significance tests of difference between means, correlation and regression, non-parametric tests of categorical data, power and effect size, SPSS.

2. Recommended Reading:
Text(s)

Coolican, H. (2009). *Research methods and statistics in psychology*. London: Hodder & Stoughton.

Gravetter, F., & Wallnau, L. (2010). *Statistics for the behavioral sciences*. NY: Thompson.

Norusis, M. J. (2010). *PASW statistics 18 guide to data analysis*. NJ: Prentice Hall.

3. Online Resources:

http://www.socialresearchmethods.net/

http://davidmlane.com/hyperstat/index.html

http://www.wadsworth.com/psychology_d/templates/student_resources/workshops/workshops.html

http://www.statsoft.com/textbook/stathome.html

http://www.apastyle.org/

http://www.apastyle.org/elecref.html