

Survey Research & Design in Psychology – 7126

Unit Outline 2007

School of Health Sciences

Division of Health, Design & Science

University of Canberra

Australian Government Higher Education (CRICOS)

Registered Provider number: #00212K

This Unit Outline must be read in conjunction with:

- a) *Studying at the University of Canberra: A Guide to Policies and Procedures*, which sets out University-wide policies and procedures, including information on matters such as plagiarism, grade descriptors, moderation, feedback and deferred exams, and is available at <https://guard.canberra.edu.au/cocoon/policydb/displayDocument?DocumentId=259>
- b) *Guide to Student Services at the University of Canberra*, and is available at http://www.canberra.edu.au/_data/assets/pdf_file/8058/student-services-guide.pdf
- c) Any additional information specified in section 6f.

1: General Information

1a Unit title

Survey Research & Design in Psychology

1b Unit number

7126

1c Semester and year offered

Semester 1, 2007

1d Credit point value

3

1e Unit level

3

1f Name of Unit Convener and contact details

Mr. James Neill

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(02) 6201 2536

Consultation hours: Wednesdays 16.30 to 18.30 in 10A8 during lecture weeks or by appointment in 3B32.

1g Administrative contact details (including name, location, telephone and email)

Administrative Officer

Centre for Applied Psychology

School of Health Sciences

Division of Health, Design & Science

Room 3B25

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<http://www.canberra.edu.au/schools/health-sciences/psychology/psychology>

2: Academic Content

2a Unit description and learning outcomes

Survey Research and Design in Psychology focuses on equipping students with the knowledge and skills for conducting ethical, well-designed, survey-based research in psychology. The theory and practice of survey-based research is covered, starting with how to ask a research question, through survey design, sampling, data entry and analysis in SPSS, and interpreting and communicating results. Laboratory work is a compulsory part of this component.

On completion of the unit students will be able to: design and conduct survey-based research in psychology; use SPSS to conduct and interpret data analysis using correlation-based statistics, including reliability, factor analysis and multiple regression analysis; communicate in writing the results of survey-based psychological research.

2b Prerequisites and/or co-requisites

Must have passed or be enrolled in [Experimental Psychology](#).

3: Delivery of Unit and Timetable

3a Delivery mode

The unit will be delivered in traditional mode, that is on-campus with weekly lectures and computer-lab tutorials as follows:

Lecture	Wed	14:30 - 16:30	2B7
Drop-in tut	Wed	16:30 - 18:30	10A8 (optional, not in handbook)
Tutorial 1	Wed	19:30 - 21:30	10A2
Tutorial 2	Frid	10:30 - 12:30	3B22
Tutorial 3	Frid	10:30 - 12:30	3B22
Tutorial 4	Frid	12:30 - 14:30	3B22
Tutorial 5	Frid	12:30 - 14:30	3B22 (cancelled)
Tutorial 6	Wed	19:30 - 21:30	10A2

Lecture streaming: Lecture video and audio will be streamed live and available to download. For more information, see <http://www.canberra.edu.au/icts/students/tech-information/digital-lectures> or you can direct access via <http://lectures.canberra.edu.au/ucdirect/sk.php?op=series&seriesId=565>

Drop-in tutorial: Each lecture will be followed by a drop-in tutorial, 16:30 – 18:30 (10A8, a computer lab). This optional session is for students to consult with the convener about any aspect of the unit and to receive academic support. In Week 12 and 13, the room is only available 16:30 – 17:30.

3b Schedule of topics/lectures/tutorials/practicals/field classes by week

Wk	Lecture	Tutorial ^a	Tutorial ^b	Tutorial ^c
1	1 – Survey Design I	1 – Descriptives	No tut	1 – Descriptives
2	2 – Survey Design II	No tut	1 – Descriptives	No tut
3	3 – Descriptives	2 – Correlations	No tut	2 – Correlations
4	4 – Correlations	No tut	2 – Correlations	No tut
5	5 - Factor An. I	3 – Factor An.	No tut	3 – Factor An.
6	6 - Factor An. II	No tut	3 – Factor An.	No tut
7	7 - Mid-sem Exam	No tut	No tut	4 –Regression
8	Class-free	Class-free	Class-free	Class-free
9	Class-free	Class-free	Class-free	Class-free
10	No lecture	4 –Regression	No tut	No tut
11	8 - Regression I	No tut	4 –Regression	No tut
12	9 - Regression II	5 – ANOVA	No tut	5 – ANOVA
13	10 – ANOVA	No tut	5 – ANOVA	No tut
14	11 – Power	6 – Lab Report	No tut	6 – Lab Report
15	12 – Review	No tut	6 – Lab Report	No tut

a. Tutorial 2 (Fri 10:30); 4 (Fri 12:30);

b. Tutorial 1 (Wed 19:30); 3 (Fri 10:30)

c. Tutorial 6 (Wed 19:30)

4: Unit Resources

4a Lists of required texts/readings

Francis, G. (2004). *Introduction to SPSS for Windows v11.0 & v12.0* (4th ed.). Sydney: Pearson Education.

Howell, D. C. (2007). *Statistical methods for psychology* (6th ed.). Belmont, CA: Wadsworth. (Note: This is different to the *Fundamental statistics* textbook used in Experimental Psychology.)

These texts are available for purchase from the UC Co-op Bookshop. In addition, there will be 3 copies of each text in the library reserve collection (2 copies on 3 hour loan and 2 copies on 7 day loan).

Additional required readings are available for download via the unit website.

4b Materials and equipment

Software: UC computer labs are equipped with all necessary software (SPSS and Excel). You can also purchase SPSS [Career Starter](#) v14 (\$115) or [Graduate Pack](#) v15 (\$200) from the bookshop (no discount). Licenses last 4 years. These versions have some limited functionality compared to the full version.

Calculator: A non-programmable calculator is recommended for tutorial exercises and is permitted during exams. (\$10)

Data Key: A USB thumb drive is recommended for storing files whilst working on tutorial exercises and the lab report. (\$50)

4c Unit website

The unit's web-based materials will be accessible via <http://wilderdom.com/7126>.

5: Assessment

5a Assessment overview

Assessment Item	Due Date	Weighting
Data collection & entry	2 Mar, Fri 5pm	na
Mid-semester exam – Wk 7	4 April, Wed (during lecture)	30%
Lab report	5 June, Tue 5pm	40%
Final exam	During exam period	30%

5b Details of each assessment item

Summary details about each assessment item are provided below. More specific details, including the marking criteria, will be available through the unit website.

Data collection & entry

- Students are to collect 5 cases of real survey data for the lab report.
- Bring the completed surveys to your *first* tutorial.
- Enter your data into the SPSS .sav template file.
- Rename the file with your student number (e.g., u9163374.sav) and email the data file to the convener.
- Failure to do so by the due date will incur a 4 mark (out of 40) penalty on the lab report.

Mid-semester exam

- A 1.5 hour mid-semester exam will take place during the normal lecture time in W7.
- Based on material covered in lectures, tutorials and readings up to and including Lecture 6 and Tutorial 3.
- Consists of multiple-choice and short answer questions, plus printouts of SPSS analyses which will need to be interpreted.
- Written materials are not permitted. A non-programmable calculator is permitted.
- A practice mid-semester exam will be made available.

Lab report

- The lab report requires you to administer and enter the data for 5 surveys, analyse the combined data, and write a 3,000 word lab report in the style of an APA journal article.
- In the introduction, develop a research question and hypotheses.
- The data analysis should examine the factor structure by conducting qualitative analysis, factor analyses, reliability analyses, and examine the hypotheses using multiple linear regression and an advanced ANOVA.

- Include the unit coversheet.
- Submit via email by 5 June, Tue 5pm. You will receive an email confirming receipt within 24 hours. Do not submit hard copies. Late submission will incur a penalty of 2 marks (out of 40) per day.

Final exam

- A 2 hour final exam will take place during the end of semester exam period.
- Based on material covered in lectures, tutorials and readings from Lectures 8 to 12 and Tutorials 4 to 6.
- Consists of multiple-choice and short answer questions, plus printouts of SPSS analyses which will need to be interpreted.
- Written materials are not permitted. A non-programmable calculator is permitted.
- A practice final exam will be made available.

5c Special assessment requirements

None.

5d Supplementary assessment

Not available.

5e Text-matching software

Text-matching software may be used for the electronic checking of plagiarism.

<h2>6: Student Responsibility</h2>

6a Workload

The amount of time you will need to spend on study in this Unit will depend on a number of factors including your prior knowledge, learning skill level and learning style. Nevertheless, in planning your time commitments you should note that for a 3cp Unit the total notional workload over the fifteen week semester is assumed to be 150 hours or an average of 10 hours per week. These hours include time spent in classes. The total workload for Units of different credit point value should vary proportionally. For example, for a 6cp Unit the total notional workload over a fifteen week semester is assumed to be 300 hours or an average of 20 hours per week.

6b Special needs

Students who need assistance in undertaking the unit because of disability or other circumstances should inform their Unit Convener or the Disabilities Office as soon as possible so the necessary arrangements can be made.

6c Attendance requirements

Attendance at lectures and tutorials is strongly recommended.

6d Required IT skills

Familiarity with MS Windows, MS Word, email and web browsers is assumed. Previous experience with SPSS is strongly recommended.

6e Costs

The textbooks cost a total of \$175:

- Howell (2007), \$110

- Francis (2004), \$65
- 10% discount for Co-op members.

Printing costs for additional readings, copies of lecture and tutorial notes, etc. are also to be borne by students.

Students may optionally purchase off-site access to SPSS software (\$115 to \$200).

6f Additional information

Announcements made via lectures, tutorials, the group email list, or the unit website will be deemed to have been received by all students.

Students will be given the opportunity to give feedback about, and participate in formal evaluation of the unit during the W15 lecture via use of CELTS questionnaires.

7: Authority of this Unit Outline

Any change to the information contained in Section 2 (Academic content), Section 3 (Delivery of Unit and timetable) and Section 5 (Assessment) of this document, will only be made by the Unit Convener if the written agreement of staff and a majority of students has been obtained; and if written advice of the change is then forwarded to each student enrolled in the Unit at their registered term address. Any individual student who believes him/herself to be disadvantaged by a change is encouraged to discuss the matter with the Unit Convener.