

**UNIVERSITY OF THE INCARNATE WORD
Psychology Department**

Course Outline

COURSE NO: PSYC/SOCI 3384
COURSE TITLE: RESEARCH METHODS
FACULTY: John M. Velasquez, Ph.D.
TIME: MWF 11:00-11:50 AM
ROOM: AD 265
OFFICE: NB 110 **OFFICE PHONE:** 829-3960
OFFICE HOURS: M & F 1-3 PM; TTh 1:30-2:30 PM (other hours by appointment)
E-MAIL: velasque@universe.uiwtx.edu

COURSE OBJECTIVES:

This course provides the opportunity for students to use research design in applied settings. The types of research designs studied include: experiments, archival methods, survey methods, and field observation methods. Students are expected to apply statistical approaches with each research method using SPSS. This course is a writing intensive and requires group collaboration. Prerequisites: PSYC 1301/SOCI 1301 and PSYC/SOCI 3381.

- To review the major issues relevant to sound research methods, particularly regarding experimental and quasi-experimental methodologies;
- To gain exposure to the experimental methods used by the subspecialties of psychology;
- To comprehend the connection between hypotheses and psychological constructs;
- To develop a complete methodology to investigate a research hypothesis based on the psychological literature;
- To write in a technical manner a complete manuscript that proposes to advance the literature;
- To critique published research; and
- To utilize the statistical software SPSS for data analysis.

REQUIRED TEXTS:

Kantowitz, B.H., Roediger, H.L., & Elmes, D.G. (2001). Experimental psychology (7th Ed.). Belmont, CA: Wadsworth/Thomson Learning.

American Psychological Association (2002). Publication manual of the American Psychological Association (5th Ed.). Washington, DC: Author.

COURSE REQUIREMENTS:

1. Quizzes: Three (3) “take-home” quizzes will be given throughout the course of the semester. Quizzes will test comprehension and knowledge acquisition presented in the textbooks and class lectures/discussions. Quiz format will include various forms of multiple choice. Quizzes will constitute 30% of the course grade.
2. Research Design Term Project: Each student will complete a research project will be developed over the course of the semester and written in technical form. The project will constitute 50% of the course grade. See handout for specific objectives and outcomes.
3. Final Examination: The final examination of the course will be comprehensive, closed-book, and will be given on the assigned day as scheduled in the Undergraduate Bulletin and semester course schedule. There will be 100 multiple-choice items. The final exam will constitute 20% of the course grade.

GRADING SCALE:

90 - 100	=	A
80 - 89	=	B
70 - 79	=	C
60 - 69	=	D
0 - 59	=	F

Academic Honesty: Cheating, plagiarism, and other acts of dishonorable conduct can result in the student receiving a sanction for the assignment and also may result in a referral to the deans office, VP for Academic Affairs and Student Life, and/or the Honor Board. Refer to the student handbook for specifics of this policy.

Attendance: As indicated in the attendance policy of UIW, instructors are permitted to advise student who miss more than 15% of all meetings to withdraw from the course. Attendance policy of UIW allows students to miss classes due to University sponsored events (“excused absences”); therefore the attendance policy of this course allows for such absences with appropriate University documentation. [Other absences (family and medical) will also require some form of written documentation.] However, if any combination of unexcused and excused absences totals more than 15% of class meetings, your professor may advise you to withdraw from the course.

NOTE: If there are extenuating circumstances and you believe your circumstances warrant special consideration, you must communicate these circumstances to the instructor prior to or immediately following a missed class session. It will always serve your best interests if you communicate with the professor prior to or immediately following every absence.

TENTATIVE CLASS SCHEDULE

(Professor reserves the right to alter the schedule at any time*)

DATES	TOPIC	ASSIGNMENT(S)
August 22 Wednesday	Introduction to the Course	
August 24 Friday	Ethics of Research	Kantowitz (Ch . 4)
August 27 Monday	Ethics of Research	Manual (p. 348-355; Appendix C) APA (1992)
August 29 Wednesday	Technical Writing Issues	Kantowitz (p. 108-133) Manual (p. 10-12; 296-298; 306-320)
August 31 Friday	Research Techniques (Experiments)	Kantowitz (Ch. 3) Title Page Due

September 3 Monday	HOLIDAY No Class	
September 5 Wednesday	Research Techniques (Experiments)	
September 7 Friday	Research Techniques (Experiments)	Research Articles Due
September 10 Monday	Social Influence Quiz 1 Due	Kantowitz (Ch. 13)
September 12 Wednesday	Social Influence	Manual (Ch. 4)
September 14 Friday	Social Influence	
September 17 Monday	Conditioning and Learning	Kantowitz (Ch. 9) Reference Page Due
September 19 Wednesday	Conditioning and Learning	
September 21 Friday	Conditioning and Learning	Manual (p. 111-122; 207-214)
September 24 Monday	Individual Differences & Development	Kantowitz (Ch.12)

September 26 Wednesday	Individual Differences & Development	Manual (p. 31-40; 61-76; 307-308)
September 28 Friday	Individual Differences & Development	
October 1 Monday		Literature Review Introduction Due
October 3 Wednesday	Perception	Kantowitz (Ch. 7)
October 5 Friday	Perception	
October 8 Monday	Perception Quiz 2 Due	
October 10 Wednesday	Thinking and Problem-Solving	Kantowitz (Ch. 11)
October 12 Friday	Thinking and Problem-Solving	
October 15 Monday	Thinking and Problem-Solving	
October 17 Wednesday		Measures Due
October 19 Friday	HOLIDAY (Fall Break) No Class	

October 22 Monday	Environmental Psychology	Kantowitz (Ch. 14)
October 24 Wednesday	Environmental Psychology	
October 26 Friday	Environmental Psychology	
October 29 Monday		Method Section Due
October 31 Wednesday	Basic Statistical Analysis	Dickter & Roznowski article
November 2 Friday	SPSS and Statistical Techniques	Kantowitz (p. 483-493)
November 5 Monday	SPSS and Statistical Techniques	Manual (p. 136-147)
November 7 Wednesday	SPSS and Statistical Techniques	Manual (p. 147-162; 177-183)
November 9 Friday		Results Section Due
November 12 Monday	Manuscript Revisions Quiz 3 Due	
November 14 Wednesday	ADVISING DAY No Class	

November 16 Friday	Manuscript Revisions	
November 19 Monday	Manuscript Revisions	Discussion Section Due
November 21-25 Wed & Fri	HOLIDAY No Classes	
November 26 Monday	Student Presentations (extra credit)	
November 28 Wednesday	Student Presentations (extra credit)	Final Manuscript Due
November 30 Friday	Student Presentations (extra credit)	
December 5	Final Examination 10-12 noon	

- *Note: This schedule is tentative. The student is responsible for any changes announced in class.*

The University provides support services for students with disabilities. Any student who anticipates the need for assistance, support services, or reasonable accommodations related to a disability should contact Connie Kuwamoto at 805-5813.

**APPLIED SOCIAL RESEARCH
PSYC/SOCI 3384
Velasquez**

RESEARCH DESIGN TERM PROJECT

Purpose:

The project is designed to require students to extend and to apply the knowledge and skills of research methodology in a written, technical form. Also, students will work collectively to investigate issues relevant to personal and professional goals.

Objectives:

- To apply the principles of research design.
- To review the literature to understand relevant concepts which are pertinent to the project.
- To advance the literature by proposing a study which would generate new knowledge.
- To apply principles of statistical reasoning.
- To write in a concise, coherent, and technical manner.
- To work cooperatively with peers and colleagues.

Requirements:

You will work cooperatively with a group of fellow classmates to design a research project, which will be a proposed study (not implemented). Each part of the project will be completed in a timely, chronological order. Format-wise, the paper must be computer-generated, double-spaced, paginated, have 1 inch margins, contain appropriate running head and major headings, 12 point font, spell-checked, and grammatically correct. Stylistically, the grade for the paper will be based on the quality of research/investigation, quality of the integration of studies, quality of writing, and clarity of presentation. The document must be written in APA (1994) style (including citations and references). APA style will be discussed in class as well.

Due Date: Final Manuscript is due December 1st (by 5 PM)

Research Design Term Project Structure and Format

- I. Title Page**
- II. Abstract**
Summary of entire manuscript written for a broad audience.
- III. Introduction**
 - A. Statement of the research question
 - B. Rationale for doing the study
 - C. Purpose—exploration, description, explanation or some combination
 - D. Literature review
- IV. Data-Collection Methods**
 - A. Hypotheses
 - B. Theoretical and operational definitions of all major concepts/constructs
 - C. Identification of independent and dependent variables and at least one control variable for hypothesis-testing designs
 - D. Description of the study design
 1. Cross-sectional vs longitudinal
 2. Number of groups to be studied
 3. Setting (natural vs laboratory)
 4. Data gathering techniques and materials
 - E. Specification of units of analysis, including measures/surveys/tests
 - F. Sampling procedure for gathering the data.
 - G. Type of Research Method(s):
 1. Experiment
 2. Archival Analysis
 3. Survey
 4. Evaluation
- V. Results**
 - A. At least one bivariate table for each descriptive hypothesis and at least one bivariate and one multivariate table for each causal hypothesis
 - B. Hypothetical data in tables to show what the outcome might look like if hypotheses were supported (or not supported, in some cases)
- VI. Conclusions and Discussion**
 - A. Theoretical and practical implications drawn from the “results”
 - B. Suggested topics for related future research
- VII. References**