This Unit Outline must be read in conjunction with:

a) *UC Student Guide to Policies*, 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 *(scroll to bottom of page)*
   http://www.canberra.edu.au/student-services

b) *UC Guide to Student Services*, and is available at *(scroll to bottom of page)*
   http://www.canberra.edu.au/student-services

c) Any additional information specified in section 6h.

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**1: General Information**

1a Unit title
Survey Research and Design in Psychology

1b Unit number
007126

1c Teaching Period and year offered
Semester 1, 2013

1d Credit point value
3

1e Unit level
3

1f Name of Unit Convener and contact details (including telephone and email)
Dr. James Neill, Room 12D12
E: james.neill@canberra.edu.au; P: (02) 6201 2536; F: (02) 6201 5753
*Drop-in*: Wed 14.30 to 15.30 (except Week 7 and 8) in 10A23d. Otherwise by appointment.

1g Administrative contact details (including name, location, telephone and email)
Administrative Assistant (Ms. Jeanine McMahon), Room 12D27
P: (02) 6201 2653/ 2009; F: (02) 6201 5753
E: psychology.admin@canberra.edu.au / jeanine.mcmahon@canberra.edu.au
2: Academic Content

2a Unit description and learning outcomes

Syllabus: This unit 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.

Learning outcomes: On completion of the unit students will be able to:
1. Design and conduct survey-based research in psychology;
2. Use SPSS to conduct and interpret data analysis using correlation-based statistics, including reliability, factor analysis and multiple regression analysis;
3. Communicate in writing the results of survey-based psychological research.

The unit will be co-delivered with Survey Research Methods and Design in Psychology G (6667).

2b Generic skills

This unit aims to address the following generic skills:

<table>
<thead>
<tr>
<th>Generic skill</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysis and inquiry</td>
<td>The ability to gather information, and to analyse and evaluate information and situations in a systematic, creative and insightful way.</td>
</tr>
<tr>
<td>Problem solving</td>
<td>The ability to apply problem-solving processes in novel situations; to identify and analyse problems then formulate and implement solutions.</td>
</tr>
</tbody>
</table>

2c Prerequisites and/or co-requisites

Must have passed or be enrolled in Experimental Psychology (7118).

3: Delivery of Unit and Timetable

3a Delivery mode

The unit will be delivered via 10 x 2 hour on-campus lectures and 5 x 2 hour computer-lab tutorials. The unit design and delivery embraces flexible, blended and open learning principles. Lecture slides and recordings, tutorial notes and tutorial exercise screencast recordings are freely available online. For more information, see the unit websites (see Section 4c). Assessment is via online quizzes (50%) and a survey research project (50%) (see Section 5). The timetable for lectures and tutorials is:

Lectures - Tuesday

<table>
<thead>
<tr>
<th>Activity</th>
<th>Start</th>
<th>End</th>
<th>Duration</th>
<th>Weeks</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>7126/SEM-1/STD-F2F/L</td>
<td>12:30</td>
<td>14:30</td>
<td>2:00</td>
<td>1-6, 9-12</td>
<td>02B07</td>
</tr>
</tbody>
</table>

Tutorials - Wednesday

<table>
<thead>
<tr>
<th>Activity</th>
<th>Start</th>
<th>End</th>
<th>Duration</th>
<th>Weeks</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>7126/SEM-1/STD-F2F/C</td>
<td>12:30</td>
<td>14:30</td>
<td>2:00</td>
<td>1, 3, 5, 9, 11</td>
<td>10A23A</td>
</tr>
<tr>
<td>7126/SEM-1/STD-F2F/C</td>
<td>12:30</td>
<td>14:30</td>
<td>2:00</td>
<td>2, 4, 6, 10, 12</td>
<td>10A23A</td>
</tr>
<tr>
<td>7126/SEM-1/STD-F2F/C</td>
<td>16:30</td>
<td>18:30</td>
<td>2:00</td>
<td>1, 3, 5, 9, 11</td>
<td>10A23A</td>
</tr>
<tr>
<td>7126/SEM-1/STD-F2F/C</td>
<td>16:30</td>
<td>18:30</td>
<td>2:00</td>
<td>2, 4, 6, 10, 12</td>
<td>10A23A</td>
</tr>
<tr>
<td>7126/SEM-1/STD-F2F/C</td>
<td>18:30</td>
<td>20:30</td>
<td>2:00</td>
<td>1, 3, 5, 9, 11</td>
<td>10A23A</td>
</tr>
</tbody>
</table>

1 See Section 6c

Australian Government Higher Education (CRICOS)
Registered Provider number: #00212K
Participants should enrol in and attend one of the tutorial streams. Tutorial numbers are limited by the availability of lab computers. Participants are welcome to attend other tutorial streams if there computers are available, or if working on a laptop.

3b  Lecture and tutorial schedule

<table>
<thead>
<tr>
<th>Wk</th>
<th>Lectures</th>
<th>Readings (Howitt &amp; Cramer)</th>
<th>Tutorials (Groups)</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>L01 - Survey Research</td>
<td>Ch 28, 33, Online</td>
<td>T1 - Introduction</td>
</tr>
<tr>
<td>02</td>
<td>L02 - Survey Design</td>
<td>As per L01</td>
<td>T1 - Introduction</td>
</tr>
<tr>
<td>03</td>
<td>L03 - Descriptives &amp; Graphing</td>
<td>Ch 1-5</td>
<td>T2 - Correlation</td>
</tr>
<tr>
<td>04</td>
<td>L04 - Correlation</td>
<td>Ch 6-7, 10, 29</td>
<td>T2 - Correlation</td>
</tr>
<tr>
<td>05</td>
<td>L05 - Exploratory Factor Analysis</td>
<td>Ch 30, Online</td>
<td>T3 - Psychometrics</td>
</tr>
<tr>
<td>06</td>
<td>L06 - Psychometrics</td>
<td>Ch 36, Online</td>
<td>T3 - Psychometrics</td>
</tr>
<tr>
<td>07</td>
<td>No lecture</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>08</td>
<td>No lecture</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>09</td>
<td>L07 - Multiple Linear Regression I</td>
<td>Ch 31, 38, Online</td>
<td>T4 - MLR</td>
</tr>
<tr>
<td>10</td>
<td>L08 - Multiple Linear Regression II</td>
<td>As per L09</td>
<td>T4 - MLR</td>
</tr>
<tr>
<td>11</td>
<td>L09 - Power &amp; Effect Sizes</td>
<td>Ch 34, 35, 37, 39, Online</td>
<td>T5 - Lab rpt wkshop</td>
</tr>
<tr>
<td>12</td>
<td>L10 - Summary &amp; conclusion</td>
<td>-</td>
<td>T5 - Lab rpt wkshop</td>
</tr>
<tr>
<td>13</td>
<td>No lecture</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>14</td>
<td>No lecture</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

4: Unit Resources

4a  Recommended texts

There are three sources of readings for this unit:

- Textbooks
- eReserve
- Other readings are freely available online (see websites).

Three types of textbooks are recommended:

- Applied statistics text
- SPSS manual
- APA style manual

These textbooks can be purchased from the University of Canberra co-op bookshop. They are also available in the UC library.


Access to alternative textbooks can also be useful. See suggestions here: http://goo.gl/odKmc
4b Materials and equipment

Software
UC computers are equipped with necessary software (SPSS and MS Excel). You can also purchase 6 or 12 month licenses for the IBM SPSS Statistics Standard GradPack for Windows and Mac personal computers (RR AU$176 Co-op members AU$108). For more information, see Software.

Calculator
A non-programmable calculator (~$10) is recommended for tutorials and quizzes.

USB flash drive
A 2GB or larger USB flash drive (~AU$10) is recommended for file storage whilst working on tutorial exercises and the survey research project. Backups should also be made.

4c Unit websites
2. Wikiversity: http://en.wikiversity.org/wiki/srdp
5: Assessment

5a Assessment overview
1. There are 9 online quizzes (5% each; total 45%) and a survey research project (55%) which consists of a data collection and entry exercise (10%) and a lab report (45%).
2. All assessment is optional. Non-completed assessments will be awarded 0.
3. A final overall mark of 50% or higher is required to Pass the unit. Partial final marks will be rounded up.
4. Summary of assessment items:

<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
<th>Description</th>
<th>Generic skill</th>
<th>Learning outcome</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>45%</td>
<td>9 x online quizzes worth 5% each</td>
<td>Problem solving</td>
<td>Survey research and design; interpret correlation-based statistics, including EFA, reliability, and MLR.</td>
<td>Mon 09:00 of Week 15 (13/5/2013)</td>
</tr>
<tr>
<td>Project</td>
<td>55%</td>
<td>Survey-based research project</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>- Data collection &amp; entry</td>
<td>10%</td>
<td>Collect and enter data for 5 cases</td>
<td>Analysis and inquiry</td>
<td>Conduct survey-based research in psychology.</td>
<td>Mon 09:00 of Week 3 (Data submission; 25/2/2013) / Mon 09:00 of Week 4 (Hard copies; 4/3/2013)</td>
</tr>
<tr>
<td>- Lab report</td>
<td>45%</td>
<td>APA style lab report with EFA and MLR</td>
<td>Analysis and inquiry</td>
<td>Use SPSS; Interpret correlation-based statistics. Communicate in writing the results of survey-based psychological research.</td>
<td>Mon 09:00 of Week 14 (6/5/2013)</td>
</tr>
</tbody>
</table>

5b Details of each assessment item

This section summarises each assessment item. More detailed guidelines, examples etc. are available via the unit websites.

Quizzes
1. There are 9 online quizzes, each worth 5% (total 45%):
   - Quiz 1 - Survey research
   - Quiz 2 - Survey design
   - Quiz 3 - Descriptives and graphing
   - Quiz 4 - Correlation
   - Quiz 5 - Exploratory factor analysis
   - Quiz 6 - Psychometrics
• Quiz 7 - MLR 1
• Quiz 8 - MLR 2
• Quiz 9 - Power and effect size
2. Quizzes will be available from Mon 9:00 in Week 1 to Mon 09:00 Week 15.
3. Quizzes assess knowledge covered in lectures, tutorials, and readings.
4. Quizzes typically consist of 10 multiple choice questions drawn randomly from a larger test bank.
5. Quizzes typically have a 10 minute time limit.
6. Quizzes are to be completed independently (i.e., without assistance of others), in your own time.
7. Quizzes are open book - recommended resource materials are lecture, tutorial, and reading notes.
8. Each quiz can only be attempted once.
9. Some questions have more than one correct answer. In order to get full marks, all correct the answers must be selected and no incorrect answers must be selected. For example, a question has 5 answer choices, two of which are correct (worth 50% each) and 3 of which are incorrect (worth -33% each). The mark awarded will be the total of the marks for each of the answers selected. There are no negative total marks, so the lowest mark that can be awarded for a question is 0.
10. Answers to the quiz questions are shown immediately after quiz submission, but are no longer accessible once the feedback window is closed – make sure you take any notes for study purposes before closing the feedback screen.
11. Bonus marks are awarded to anyone who identifies errors or significant improvements to any quiz questions - email details to the unit convener.
12. Some practice quizzes are available:
   a. Quiz 0 (a practice Moodle quiz) can be attempted as many times as you like. Use this quiz to test and make sure that you are familiar with the Moodle quiz system works on the computer you are using.
   b. Some practice quizzes are under development on Wikiversity.

Project

Data collection and entry
1. Collect 5 cases of survey data using the survey administration guidelines.
2. Enter the 5 cases of survey data using the data entry guidelines and submit the data file online via Moodle by Monday 9:00 of Week 3.
3. Submit the 5 hard copy surveys, with a cover sheet, to the Psychology Assignment Box (12D27) (to allow verification of the entered data) by Monday 9:00 of Week 4.
4. Marking criteria:
   a. Marks will be awarded according to how closely the guidelines are followed. Following these guidelines facilitates efficient checking and merging of the data files. Not following the guidelines costs additional admin time will incur penalty.
   b. Data files submitted without matching hard copy surveys will not be awarded any marks.

Lab report

Overview
1. Present an independently-developed APA style survey research lab report which uses exploratory factor analysis and multiple linear regression to address research question(s) and hypotheses.
2. The data for the lab report will be aggregated from the data collection and entry assessment exercise.
3. Please also see the marking criteria for details about what to include for each section.
General marking criteria

Within each of the lab report sections (Introduction, Method, Results, and Discussion), marking will reflect these general criteria:

1. **70%**: Quality of execution of the task (e.g., review literature and develop hypotheses, describe method, describe results, discuss findings)
2. **10%**: Quality of written expression
3. **10%**: Contribution to a cohesive, meaningful report (i.e., a story that makes sense, the sections are not disjointed)
4. **10%**: **APA style**: Some important aspects include:
   a. Times New Roman 12 pt font
   b. Page numbers
   c. Left-justify
   d. Single-spaced (for electronic submission)
   e. Captioning and layout of tables and figures
   f. Citations and referencing (including electronic referencing)

A summary of the marking criteria for each section, with suggested word counts, is as follows:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Description</th>
<th>%</th>
<th>Suggested word count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>Establishes the problem, reviews theory and research, develops research question(s) and hypotheses</td>
<td>10%</td>
<td>700-850</td>
</tr>
<tr>
<td>Method</td>
<td>Describes method and design, including Participants, Materials, and Procedure</td>
<td>15%</td>
<td>600-650</td>
</tr>
<tr>
<td>Results</td>
<td>Screens and analyses data using EFA, internal consistency, composite scores, and MLR</td>
<td>45%</td>
<td>900-1100</td>
</tr>
<tr>
<td>Discussion</td>
<td>Summarises and interprets the findings, considers implications and makes recommendations</td>
<td>30%</td>
<td>800-900</td>
</tr>
</tbody>
</table>

Check online for more lab report information about the detailed marking criteria and sample write-ups.

**Word count**

1. Total word count is based on everything from the beginning of the Introduction to end of Discussion and includes all text, headings, footnotes, citations, tables and figures etcetera.
2. Maximum word count: 3000 words + 10%
3. The marker will ignore words beyond the maximum (i.e., most likely resulting in a reduced mark for the Discussion).
4. There is no minimum word count.
5. Suggested section word counts in the table above are suggestions only - you should decide for yourself.

**Submission**

1. Submit the lab report electronically via Moodle.
2. Check online for more detailed submission instructions.
Marking process

1. Project work will be evaluated according to the marking criteria.
2. A 2% penalty per day (or part thereof, including weekends) will apply to late submissions.
3. Availability of marks and feedback will be notified via Moodle Announcements.
4. If you don't understand or disagree with your mark and/or feedback, then please see the Marking dispute process.

Extensions

1. Participants are expected to work on the assessment items throughout semester.
2. Extensions will only be granted in exceptional circumstances and not for workload, technical (e.g., hard drive crashes - it is strongly recommended that you keep multiple and regular backups of your lab report, data, syntax, and output files), or undocumented issues.
3. Extension requests should be submitted via email to the unit convener, with documentary evidence attached. Please make clear which assessment item and what length of extension is requested. Appropriate supportive documentation may include:
   a. A medical certificate signed by a registered medical, dental, or health practitioner, with the registered provider number, provider’s contact details, duration of the student’s incapacity to study, and date(s) of consultation;
   b. A death notice or other appropriate documentation for bereavement.
4. Early communication of problems is strongly advised. Participants should assess within the first few weeks of semester whether they have a reasonable likelihood of being able to complete the unit and should consider withdrawing by the census date if not keeping up.

5c Special assessment requirements
None

5d Supplementary assessment
REFER TO THE UC SUPPLEMENTARY ASSESSMENT POLICY.

5e Academic Integrity
Students have a responsibility to uphold University standards on ethical scholarship. Good scholarship involves building on the work of others and use of others’ work must be acknowledged with proper attribution made. Cheating, plagiarism, and falsification of data are dishonest practices that contravene academic values.

The Academic Skills Centre provides opportunities to enhance student understanding of academic integrity.

5f Text-matching software
Text-matching software may be used in this unit to detect plagiarism.
6: Student Responsibility

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 semester or term is assumed to be 150 hours or an average of 11 hours per week. These hours include time spent in classes. Check Workload for more information.

6b Special needs
Students who need assistance in undertaking the unit because of disability or other circumstances should inform their Unit Convener or UC AccessAbility as soon as possible so the necessary arrangements can be made.

6c Participation requirements
Attendance at tutorials is strongly recommended but it is not compulsory. Tutorials develop hands-on data analysis skills, direct contact with teaching staff. Tutorial learning activities are closely related to assessment, particularly the survey research project.

6d Withdrawal
If you are planning to withdraw please discuss with your unit convener. Please see Withdrawal of Units for further information on deadlines.

6e Required IT skills
A moderate level of expertise in using word-processing and spreadsheet software is required. Previous introductory experience using SPSS software is expected.

6f In-Unit Costs
1. To calculate your unit fees see: How do I calculate my fees?
2. Textbook costs are listed in 4a. The online UC Co-op Textbook Search is available for purchasing text books.

6g Work placements, internships or practicums
None

6h Additional information
None

7: Student Feedback

All students enrolled in this unit will have an opportunity to provide anonymous feedback on the unit at the end of the Semester via the Unit Satisfaction Survey (USS) which you can access by logging into MyUC via the UC homepage: http://www.canberra.edu.au/home/. Your lecturer or tutor may also invite you to provide more detailed feedback on their teaching through an anonymous questionnaire.

The following changes have been made to this unit for 2013, based at least partly on on feedback from students in 2012:

1. A new textbook was adopted (Cramer & Howitt, 2011).
2. Online quizzes will be available for a longer period (all semester)
3. ANOVA content has been removed (this is now covered in Experimental Psychology)
4. The number of assessment items has been reduced - a single lab report replaces the 4 mini- Lab reports.
8: Authority of this Unit Outline

Any change to the information contained in Section 2 (Academic content), and Section 5 (Assessment) of this document, will only be made by the Unit Convener if the written agreement of Head of Discipline and a majority of students has been obtained; and if written advice of the change is then provided on the unit site in the learning management system. If this is not possible, written advice of the change must be 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.