

## **PSY390 Research Methods**

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY SEMESTER

### **Synopsis:**

The scientific development in social sciences is grounded on a systematic set of research methodologies. Having a rigorous research design is the cornerstone for all conceptual and empirical knowledge. The course explores a range of research methods and designs commonly used in social science studies, including sociology, psychology and communication research. The course emphasizes the importance of scientific enquiry for evidence, and the relations between theories, research hypotheses, variables and methodological designs. Students will acquire the practical skills needed to carry out scientific investigations.

### **Topics:**

- Social Sciences and Research, Varieties of Social Science Research
- Varieties of Social Science Research, The Research Process
- Problem Definition and Literature Review, Measurement Issues and Research Instruments
- Measurement Issues and Research Instruments, Sampling Designs
- Experimental & Quasi-Experimental Research, Non-Experimental Research
- Non-Experimental Research, Qualitative Research

### **Textbooks:**

Gravetter, F.J., & Forzano, L.B.: Research Methods for Behavioral Sciences (eText) (2016)(5th Edition.). NY: Wadsworth Cengage Learning.  
ISBN-13: 9789814732390

Gravetter, F.J., & Forzano, L.B.: Research Methods for Behavioral Sciences (eText) (2016)(5th Edition.). NY: Wadsworth Cengage Learning.  
ISBN-13: 9789814732390-AA

**Learning Outcome:**

- Demonstrate how various research issues, such as measurement, sampling, research designs, validity, and reliability, can influence research findings and their interpretation.
- Apply your knowledge of the various elements of the research process to explain research concepts and suggest relevant designs and methods.
- Examine the various key issues of the research process, including problem definition, measurement, sampling, research instruments, data collection methods.
- Compare and contrast the strengths and weaknesses of different research designs.
- Evaluate the different research methodologies, and the different types of research designs and strategies.
- Prepare a research proposal, and address the various elements, including defining the research problem, stating the research objectives, formulating research hypotheses, and constructing research instruments like a survey questionnaire, interview guide and observation guide.
- Propose the appropriate research designs and methodologies for different research needs.

**Assessment Strategies:**

<b>Continuous Assessment Component</b>	<b>Weightage (%)</b>
TUTOR-MARKED ASSIGNMENT	20
TUTOR-MARKED ASSIGNMENT	25
PRE-CLASS QUIZ	1
PRE-CLASS QUIZ	1
PRE-CLASS QUIZ	1
PRE-CLASS QUIZ	1
PRE-CLASS QUIZ	1
<b>Sub-Total</b>	<b>50</b>

<b>Examinable Component</b>	<b>Weightage (%)</b>
Written Exam	50
<b>Sub-Total</b>	<b>50</b>

**Weightage Total** **100**