

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	UNDERSTANDING BEHAVIOUR		
<b>MODULE CODE</b>	PS1720 (LEVEL 4)	<b>CREDIT VALUE</b>	20 CREDITS / 10 ECTS
<b>CAMPUS</b>	UCLAN CYPRUS		
<b>SCHOOL</b>	SCHOOL OF SCIENCE		

### MODULE AIMS

The aim of this module is to introduce students to the research within psychology through a consideration of research studies in psychology and practical experience conducting research.

### MODULE CONTENT

The module is designed to give students a general introduction to the research methodologies of psychology. Students will consider a variety of different forms of psychological research (experiments, quasi-experiments, case studies etc.) and methodologies (direct measurement, self-report, observation etc.) and how these approaches help psychologists to gain an understanding of behaviour. An examination of the presentation of research evidence from a variety of areas of psychology, and, where appropriate, the context in which these data were collected, will be used to gain an understanding of the current state of the discipline. Psychological concepts and theories and how they relate to one another will be considered, alongside an understanding of how they might be applied in a variety of settings.

The emphasis is upon learning through practical experience of conducting a series of research studies

For example, students may replicate Liesl Osman's (1977) study on the observation of conformity and compliance in behaviour at pedestrian crossings. Alternatively, students might replicate Jenni & Jenni's (1976) paper on gender differences in book carrying behaviour. Thus, students are introduced to observational techniques ahead of the more comprehensive approach adopted in PS1000 when replicating Ainsworth's Strange Situation. Students will be introduced to the Stroop effect through experiencing the effect themselves, thus the emphasis is upon understanding psychological research through experience. Students will be led through a series of research experiences examining the process whereby we pose psychological questions and devise experiments to answer them. For example; Does listening to music when revising influence performance in examinations? Does parenting style influence a child's levels of physical activity? Are people able to detect lies?

### INTENDED LEARNING OUTCOMES

<b>On successful completion of this module a student will be able to:</b>	
<b>1.</b>	Define, identify and describe topics and concepts in the psychological research methodology.
<b>2.</b>	Describe and discuss how behaviour (actions, reactions, interactions) can be measured.

### TEACHING METHODS

Teaching will be delivered by a series of two-hour lectures. The assessment is a MCQ examination requiring a broad understanding of material on the module.

### ASSESSMENT METHODS

The module is assessed through two assignments (40% and 60%).