



## BS (4 Years) for Affiliated Colleges

Code	Subject Title	Cr. Hrs	Semester
APSY- 361	Research Methods –II	3	VI
Year	Discipline		
3	Applied Psychology		

### Course Objectives

The main objective of this course is to cover research designs, methodologies and measurement strategies. The course will also include report writing as per APA format.

### Course Outcome

At the completion of the course, the student will be able to:

- apply theoretical knowledge to select appropriate research design to plan and execute research project.
- Write research proposal and research thesis keeping in mind APA format.

### Course Contents

#### **Research Design**

What is research design?

Purpose of research design

#### **Quantitative Research Designs**

##### **Survey Designs**

Nature, goals, and basic steps

Survey methods: Mail survey, personal interviews, telephone survey.

Survey research design types: Cross- sectional design; Successive independent samples design;

Longitudinal design

##### **Experimental Research Designs**

Experimental method: Control and variability, logic, characteristics.

Independent measures designs/ between group design

Alternative independent group design

Methodological issues: Individual differences; assigning conditions

Repeated measures designs/ within group design

##### **Quasi – Experimental designs**

Retrospective/ Ex Post Facto Design

Prospective Quasi- Experimental design

Time Series Designs

Event- Specific Alignment Designs

Twin Studies and Adoption Studies

##### **Factorial Designs**

Small N Designs

Classical, After- Only, Before- After No Control Group, Crossover, Solomon Four-group

## **Qualitative Research Techniques**

### **Ethnographic Research**

Introduction of ethnographic research  
Advantages and disadvantages of ethnographic research  
Ethnographic research methods  
Observing  
Interviewing  
Collecting & reading cultural artifacts

### **Case Study Method**

Introduction of case study method  
Advantages and disadvantages of case study method  
Single case designs  
Multiple case designs

### **Focus Group Discussion**

Introduction to focus group  
Advantages and disadvantages of focus groups  
Planning of focus group  
Developing focus group guide  
Select the number and type of participants for each focus group  
How to conduct a focus group  
Role of a facilitator, note taker, and technician

### **Research Report Writing & Publishing Research**

The structure of a research report based on APA standards: Title page, abstract, introduction, review of relevant literature, method, results, discussion, references and citation

### **Recommended Books**

- Creswell, J. (2008). *Research design: Qualitative, quantitative, and mixed methods approach*. UK: Sage Publications
- Edmonds, W., & Kennedy, T. (2013). *An applied reference guide to research designs: Quantitative, qualitative, and mixed methods*. UK: Sage Publications
- Goodwin, C. J. (2002). *Research in psychology: Methods and design*. (3rd ed.). New York: John Wiley & Sons.
- Mook, D.G. (2001). *Psychological Research: The Ideas behind the Methods*. New York.
- Nachmias, C.F. & Nachmias, D. (1992). *Research Methods in the social sciences* (4th ed.). London: St. Martin's Press, Inc.
- Ray, W. J. (2000). *Methods toward a Science of Behavior and Experience* (6<sup>th</sup>ed), U.S.A: Wadsworth Thomson Learning.
- Reis, H. T. & Judd, C.M. (2000). *Handbook of Research Methods in Social and Personality Psychology*. United Kingdom, Cambridge University Press.
- Shaughnessy, J. J., Zechmeister, E. B., & Zechmeister, J. S. (2005). *Research methods in psychology* (5th ed.). Singapore: McGraw-Hill.
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