

# BEHV 3004 ADVANCED RESEARCH METHODS

**Credit Points** 10

**Legacy Code** 101689

**Coordinator** Sandra Garrido ([https://directory.westernsydney.edu.au/search/name/Sandra Garrido/](https://directory.westernsydney.edu.au/search/name/Sandra%20Garrido/))

**Description** This unit advances the research methods and statistics in the prerequisite unit, Experimental Design and Analysis. It introduces students to non-experimental, correlational research design, and survey research, including questionnaire design, sampling and administration, with reference to ethics particularly related to cultural contexts and specific groups. Knowledge and skills in the construction and evaluation of psychological tests are also taught. Related correlational statistical techniques are taught, together with advanced analysis of variance, and instruction in the use of SPSS. The unit also develops skills in conducting and reporting psychological research and provides an introduction to qualitative research.

**School** Psychology

**Discipline** Psychology

**Student Contribution Band** HECS Band 1 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Pre-requisite(s)** MATH 2006

**Equivalent Subjects** MATH 3002 - Advanced Survey Design and Analysis

## Restrictions

Note that only students enrolled at WSU Online may register in the WSU Online subjects offered at that location.

## Assumed Knowledge

Knowledge of experimental design, and basic quantitative analysis techniques up to and including one-way Analysis of Variance.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate an understanding of non-experimental correlational research methodology, advanced experimental methodology and survey research techniques (APAC Graduate Attribute 1.1);
2. Demonstrate competence in writing survey questions, and designing survey questionnaires and understanding survey ethics (APAC GA 1.1 and 1.4)
3. Articulate principles of scale construction (APAC GA 1.1)
4. Demonstrate competence in correlational statistical techniques (APAC GA 1.1)
5. Demonstrate competence in advanced analysis techniques applicable to both experimental and non-experimental research methods (APAC GA 1.1);
6. Plan, conduct, and report non-experimental research (APAC GA 1.1).
7. Explain non-experimental correlational research methodology, advanced experimental methodology and survey research techniques
8. Demonstrate competence in writing survey questions, designing survey questionnaires and understanding survey ethics in various cultural contexts and with specific groups
9. Articulate principles of scale construction
10. Demonstrate competence in correlational statistical techniques
11. Demonstrate competence in advanced analysis techniques applicable to both experimental and non-experimental research methods
12. Plan, conduct, and report non-experimental research

## Subject Content

Correlational (nonexperimental) research methodology  
 Survey research methodology  
 Questionnaire design  
 Scale construction  
 Reliability and validity of measuring instruments  
 Survey administration  
 Survey sampling  
 Statistical techniques appropriate to the analysis of nonexperimental research data: bivariate correlation and regression, multiple regression, factor analysis, reliability analysis, chi-square  
 Advanced analysis techniques: One-way ANOVA and Kruskal-Wallis nonparametric alternative, planned and post hoc comparisons, factorial ANOVA.  
 Correlational (non-experimental) research methodology;  
 Survey research methodology;  
 Questionnaire design;  
 Scale construction;  
 Reliability and validity of measuring instruments;  
 Survey administration;  
 Survey sampling;  
 Ethics related to surveys in various cultural contexts and specific groups.  
 Statistical techniques appropriate to the analysis of non-experimental research data: bivariate correlation and regression, multiple regression, factor analysis, reliability analysis, chi-square;  
 Advanced analysis techniques: One-way ANOVA and Kruskal-Wallis nonparametric alternative, planned and post hoc comparisons, factorial ANOVA.  
 Introduction to qualitative research.

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Short Answer	3 exercises	30	N	Individual
Multiple Choice	3 x 10 multiple choice questions	30	N	Individual
Report	2,500 words	40	N	Group

Teaching Periods

## Autumn

### Bankstown

#### Day

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View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BEHV3004\\_22-AUT\\_BA\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BEHV3004_22-AUT_BA_D#subjects))

### Penrith (Kingswood)

#### Day

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### Parramatta - Victoria Rd

#### Day

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## WSU Online TRI-1

### Wsu Online

#### Online

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## WSU Online TRI-3

### Wsu Online

#### Online

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