

PSYB17-133 Research Methods Practical 3

Research Methods Practical 3 includes two optional courses: "Neuropsychology and Performance Measurement" and "Opinion Measurement"

I. Neuropsychology and Performance Measurement

Aim of the course

The course aims to familiarize students with the application fields of neuropsychology, and with its methodological approaches. The main purpose is to get students acquainted to the structure and contain of different tests and tasks frequently used in neuropsychological assessments. Furthermore, is to make students understand how to compile, administer a neuropsychological battery, how to calculate, evaluate, interpret and present the results. The course on neuropsychology methods and measurement will help students to be able to integrate their general psychological knowledge gathered on other classes with the specific methodological field of the neuropsychology.

Learning outcome, competences

knowledge:

knowledge about neuropsychological performance measurement

attitude:

- confidence in choosing measurement tools
- openness and creativity in methodology

skills:

- survey research
- explicit attitude measurement
- implicit attitude measurement
- database analysis and presentation

Content of the course

Topics of the course

- Measurements and its limitations
- Calculations, SD, Z-scores, clinical standards
- How to make a neuropsychological profile
- Neuropsychological measurement in research
- Neuropsychological measurement in clinical settings
- Cognitive measures in neuromarketing – emotions and decision making
- Neuroimaging and other neuroscientific tools

Learning activities, learning methods

frontal lecture, group discussion and demonstrations, group tasks and presentations

Evaluation of outcomes

Learning requirements, mode of evaluation, criteria of evaluation:

requirements

- Presence on the course
- Presentations on a validated method and the results of individual testing
- Midterm test

criteria of evaluation:

the efficiency of putting theoretical and methodological knowledge into practice

Reading list

Compulsory reading list

I. Opinion Measurement

Aim of the course

Aim of the course:

During the course, students get acquainted with the most important methods of opinion research with a special emphasis on the most effective methodological solutions for explicit and implicit attitude measurement. Both direct and indirect methods are presented and practiced. Participants of the course gain knowledge about how to handle an attitude either as a dependent or as an independent variable in a study. Our main goal is to provide our students with the skills and confidence to utilize their theoretical knowledge regarding attitudes and opinions in practice as well.

Learning outcome, competences

knowledge:

- most important methods of attitude and opinion research
- survey questioning techniques
- attitude scale development
- testing psychometric qualities of an attitude scale
- applying implicit attitude measurement

attitude:

- confidence in survey research
- insightfulness in measuring subjective opinions and attitudes
- openness and creativity in methodology

skills:

- survey research
- explicit attitude measurement
- implicit attitude measurement
- database analysis and presentation

Content of the course

Topics of the course

- survey questioning techniques
- scale development
- explicit attitude measurement
- implicit attitude measurement
- areas of applied opinion research

Learning activities, learning methods

frontal lecture, group discussion and demonstrations, group tasks and presentations

Evaluation of outcomes

Learning requirements, mode of evaluation, criteria of evaluation:

requirements

- students are to plan, conduct and present their own opinion research projects in groups

mode of evaluation:

- the evaluation is based on the level of proficiency of the conducted and presented opinion research group-projects

criteria of evaluation:

- the efficiency of putting theoretical and methodological knowledge into practice in the form of multiple research projects

Reading list

Compulsory reading list

- Specified in class for selected neuropsychological methods.

Recommended reading list

- Babbie, E. R. (2015). *The practice of social research*. Nelson Education.
- Oskamp, S., Schultz, P. W. (2005). *Attitudes and Opinions*. London: Lawrence Erlbaum Associates.
- Rudman, L. A. (2011/2014). *Implicit Measures for Social and Personality Psychology*. London: SAGE.