LEARNING TO OBSERVE, EXPERIMENT AND SURVEY

ASIGNATURAS CONVERGENTES
Professor: JOSHUA GUYER GUJER

E-mail: jguyer@faculty.ie.edu

Academic year: 19-20
Degree course: FIRST
   Semester: 1º
Category: BASIC
Number of credits: 6.0
Language: English

PREREQUISITES
None
SUBJECT DESCRIPTION
Learning to Observe, Experiment and Survey is designed as an introductory-level course for those students with relatively little background knowledge of research methodology. In this course, students will learn about different types of research (e.g., experimental, correlational, case studies, surveys), as well as the various phases involved in the process of scientific inquiry. Students will also learn how to use data analysis software (SPSS) to conduct basic analyses in order to empirically test relationships between various real-world phenomena. Importantly, students will have the opportunity to implement the principles they have learned in the course by designing a research project, analyzing the results, and presenting their findings to the class. Students will also gain an understanding of the ethical principles of conduct that form the basis of psychological research using human and non-human participants.
OBJECTIVES AND SKILLS
The goal of this course is to introduce students to quantitative and qualitative methodology in order to provide them with the necessary tools for conducting basic empirical research. This course will enhance student’s ability to think critically and scientifically about everyday issues and problems. Specifically, this course is designed to achieve several objectives:

1. Develop an ability to think critically about research, including how research methodology is used to answer basic scientific questions.
2. Learn how to design and conduct experiments using ethical research practices.
3. Demonstrate the ability to use statistics software to conduct basic data analyses, including selecting suitable analytical methods for different types of research questions, as well as how to communicate the results.
4. Learn how to accurately communicate scientific research via PowerPoint in an engaging manner.
METHODOLOGY

The course will be both lecture and activity-based, thus will include readings, practical exercises (each session), quizzes, labs, a group project (written), a group presentation (oral), and in-class discussions to promote learning and understanding of the course material in a variety of formats. Students will occasionally be required to read assigned materials and/or watch brief videos prior to attending class. Students will receive constructive feedback on all activities and assignments completed both within and outside of scheduled lecture times.

The discussion of each topic will consist of two basic parts: The first part will focus on relevant theory to provide students with sufficient knowledge to understand the basic concepts and their relationships with one another. The second part will focus on the practical application of theory and concepts to real-world issues. This process will involve a variety of activities such as in-class discussions and debates, a group project and a group presentation, and several labs designed to allow students the opportunity to apply both theory and concepts to actual data, current events, as well as within their day-to-day lives.
<table>
<thead>
<tr>
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<th>Weighting</th>
<th>Estimated time a student should dedicate to prepare for and participate in</th>
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<td>Discussions</td>
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<td>Exercises</td>
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<tr>
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PROGRAM

The following program is tentative. Although we will attempt to cover all the listed topics, the pace of
the class depends on group performance. All group projects/presentations must be submitted via
Turnitin on Campus Online. No work will be accepted if submitted otherwise.

SESSION 1

Introduction to the Course
• Objectives, contents, schedule, and evaluation system

SECTIONS 2 - 3

Introduction to Research Methods
• The role of common sense, common cognitive biases
• The scientific method, goals/types of research, hypotheses & theories (Quiz #1, Session 3)

SECTIONS 4 - 5

Evaluating Information Scientifically
• Science vs. pseudoscience, types of validity, type I & II error, replication (Quiz #2)
• Features/principles of research design, operationalization (Quiz #3)

SESSION 6

Introduction to Descriptive and Correlational Designs
• Descriptive and correlational designs, causation, third variables, issues (Quiz #4)

SECTIONS 7 - 8

Labs 1 – 2
• Intro to SPSS and descriptive statistics (Tutorial and in-class assignment using SPSS) (Quiz #7)
• T-tests and correlations (Tutorial and in-class assignment using SPSS)

SECTIONS 9 - 10

Introduction to Experimental Designs and Lab 3
• Experimental research, manipulation, randomization, control groups, issues
• One-way ANOVA (Tutorial and in-class assignment using SPSS) (Quiz #6)

SECTIONS 11 - 12

Introduction to Factorial Designs and Lab 4
• Factorial designs, main effect, interaction, floor/ceiling effects
• Factorial ANOVA (Tutorial and in-class assignment using SPSS) (Quiz #7)

SESSION 13

Midterm Exam

13th June 2019
SESSIONS 14 - 15

Introduction to Quasi-Experimental Designs and Lab 5
• Quasi-experimental research, pre/post-test designs, interrupted time-series, issues
• Pre/post-tests (Tutorial and in-class assignment using SPSS) (Quiz #8)

SESSIONS 16 - 17

Introduction to Ex-Post Facto Designs and Lab 6
• Ex-post facto, simple retrospective/prospective design, longitudinal/sequential, issues
• Longitudinal vs. sequential (Tutorial and in-class assignment using SPSS) (Quiz # 9)

SESSIONS 18 - 19

Introduction to Qualitative Designs and Lab 7
• Qualitative research, case studies, interviews, focus groups, data analyses
• Applied qualitative methods (Observational field study assignment) (Quiz # 10)

SESSIONS 20 - 21

Types of Psychological Measures and their Ethical Use in Research
• Indirect vs. direct self-report, behavioral/physiological measures (Quiz #11)
• Ethical research, human/animal participants, research ethics boards

SESSIONS 22 - 23

Designing an Experiment
• Setting up Turnitin, identifying a research topic/questions/hypotheses
• Setting up an experiment, choosing materials/measures, literature search

SESSIONS 24 - 25

Writing the Research Report and Analyzing an Issue (Group Project)
• Structured writing, formatting, title page, references, citing, plagiarism
• Group project (in-class/take home assignment) Must submit via Turnitin by TBD

SESSIONS 26 - 28

Group Presentations: Must submit via Turnitin on presentation date
• Discussion, Evaluation, and Feedback

SESSION 29

Preparation for final exam (question/answer session)

SESSION 30

Final Exam (In Class)
BIBLIOGRAPHY
EVALUATION CRITERIA

A variety of teaching and learning strategies will be used in this course. You will be assigned a grade based on your demonstrated knowledge on in-class quizzes, a group project, a group presentation, a midterm and final exam, and your participation in various class activities and discussions.

Participation in Activities/Discussions & Lab Attendance (10%)
Active participation in class activities, discussions, and labs is an especially important aspect in this course because our focus will be on understanding how the concepts discussed in class can be applied in real-world contexts. Attendance at labs will form the basis of your participation grade. Specifically, 1% will be deducted for each missed lab unless official documentation (e.g., from a medical doctor, counsellor) of illness or other extenuating circumstances is provided to the professor within 24 hours of the missed lab.

Short Quizzes (10%)
Over the course of the semester, you will be given 11 in-class quizzes. These quizzes are intended to evaluate your understanding of the material discussed in the prior class. Each quiz will consist of 10 multiple choice questions. 10 quizzes will count toward your final grade, at 1% per quiz. You have the option of either not writing one quiz or dropping the quiz with the lowest grade if all 11 quizzes are written.

Midterm Exam (25%)
The midterm exam will only include material from the PowerPoint slides. The exam format will include multiple choice, short answer and long answer questions.

Group Presentation (15%)
The ability to effectively work together with others is critical for success in all areas of life. Thus, the purpose of the group presentation is to provide you with an opportunity to develop and demonstrate your ability to effectively work with others on all aspects of a project; including generating an idea, developing a structure, delegating tasks, effective time management, critically analyzing an issue, and effectively presenting the information via a PowerPoint presentation. A detailed description of the presentation requirements can be found in the “Assignments” folder on Blackboard. Must be submitted via Turnitin.

Group Project (15%)
In groups of 4 people, you will be tasked with critically analyzing an issue that requires applying the knowledge you have learned in this course. As a group, you will need to discuss the issue, analyze the problems, and then propose evidence-based recommendations that will be communicated in a short, written report. A detailed description of the project requirements can be found in the “Assignments” folder on Blackboard. Must be submitted via Turnitin by TBD.

Final Exam (25%)
The final exam will only include material from the PowerPoint slides covered in class after the midterm exam. The exam format will include multiple choice, short answer and long answer questions. The final exam will be held during scheduled class time on TBD, from XX-YYpm.

Late Assignments/Presentation:
Will be penalized 2% per 24-hour period, starting on the day they are due. Only in cases of emergency or illness can changes be made to due dates of assignments or projects. ALL such arrangements are the full responsibility of the student and must be made PRIOR to the due date. Failure to confirm any changes to the due date with the professor prior to the due date will result in a grade of zero.

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<table>
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<tr>
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<td>Group Presentation</td>
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<tr>
<td>Group Project</td>
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<tr>
<td>Final Exam</td>
<td>25%</td>
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PROFESSOR BIO

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Joshua Guyer holds a PhD in Social Psychology from Queen’s University (Kingston, Canada), for which he was awarded the Canadian Psychological Association Certificate of Academic Excellence for best dissertation research. Dr. Guyer previously taught at the Royal Military College of Canada (Kingston, Canada), is currently a postdoctoral researcher at the Universidad Autonoma de Madrid, and also teaches at Saint Louis University (Madrid campus). Dr. Guyer has been an invited guest lecturer at a variety of international universities, and is a regular speaker at various conferences. His primary areas of interest investigate the psychological mechanisms by which different qualities of voice that reflect speaker confidence (e.g., speech rate, intonation, pitch), as well as different emotional qualities of voice (e.g., fear, excitement, boredom, contentment) influence the success of persuasive communications. Additional research interests focus on various aspects involved in social influence, such as scarcity, authority, and stealing thunder. His research has been published in internationally recognized journals, including the Journal of Experimental Social Psychology, Personality and Social Psychology Bulletin, and the Journal of Nonverbal Behavior. For more information, please visit his academic website: www.socialpsychologicalresearch.com.

OTHER INFORMATION

WHEN QUESTIONS ARISE OUT OF CLASS:

Email:
If you have a question(s) that was not answered in class, you are welcome to ask your question(s) via email. I can be reached at: jguyer@faculty.ie.edu. Although I will make every effort to respond to your question(s) as quickly and thoroughly as possible, please recognize that I may not be available when you send an email. Thus, please allow me up to 48 hours to respond before sending a follow-up email.

Office Hours:
If your question cannot be properly answered via email and/or you would prefer to meet in person, please make an appointment to meet with me on the university campus during my scheduled office hours. Office hours will be determined at the beginning of the semester and posted on Campus Online.

OTHER INFORMATION:

As per University Policy:
Each student has 4 chances to pass any given course distributed in two consecutive academic years (regular period and July period).

It is mandatory to attend 100% of the classes. Students who do not comply with at least 70% attendance will lose their 1st and 2nd chance, and go directly to the 3rd one (they will need to enroll again in this course the next academic year).

Grading for retakes will be subject to the following rules:
1. Those students who failed the subject in the first regular period will have to do a retake in July (except those not complying with attendance rules who are banned from this possibility).
2. Dates and location of the July retakes will be posted in advance and will not be changed. Please take this into consideration when planning your summer.
3. The maximum grade that a student may obtain in the 2nd exam session is 8 out of 10. Those students in the 3rd call will be required to attend 50% of the classes. If due to schedule overlap, a different option will be discussed with the professor in order to pass the subject.
Attendance:
Attendance at all scheduled classes is mandatory and essential for success in the course. If you miss class for any reason, you are responsible for getting notes from classmates. If you have questions about any assignment please send me an email. Under most circumstances, students who miss a class in which a presentation, mid-term, or final exam is held will not be granted an exception or given an opportunity to do a make-up assignment or exam. However, if illness or other circumstances prevent you from adhering to the assignment/presentation due dates stated in this syllabus, an exception may be granted at the discretion of the professor. In all cases, the student must provide official documentation (e.g., from a medical doctor, counsellor) to the professor within 24 hours of the missed due date.

Special Attention Students:
To request academic accommodations due to special attention needs, please contact Jessica Tollette via email at: Jessica.Tollette@ie.edu.

Student Privacy Statement:
At times, students may disclose personal information through class discussions. It is expected that all members of the class will respect the privacy of their classmates. This means that the information disclosed in the class will not be repeated or discussed with other students outside of the course.

Decisions about Grades:
Decisions about grades are made very carefully, and are final at the end of the course. If you have questions regarding a certain grade or you would like to receive personal feedback, you must request a meeting with me to discuss grades on specific assignments before the last class of the course. Any disputes regarding grades must be resolved before the final exam. “Extra credit” or makeup assignments will only be allowed under extenuating circumstances at the sole discretion of the course professor.

ACADEMIC INTEGRITY
Unless you are specifically instructed to work with other students in a group, all of your assignments, papers, projects, presentations, and any work I assign must reflect your own work and thinking.

What is academic integrity? When you do the right thing even though no one is watching. The core values of integrity, both academic and otherwise include: honesty, fairness, respect, responsibility, and trust. Academic Integrity requires that all students within Instituto de Empresa (IE) act in accordance with these values in the conduct of their academic work, and that they follow the rules and regulations concerning the accepted conduct, practices and procedures of academic research and writing. Academic Integrity violations are defined as Cheating, Plagiarism or other violations of academic ethics.

Cheating and plagiarism are very serious offenses governed by the IE student code of conduct. Any student found cheating or plagiarizing on any assignment or component of this course will at a minimum receive a “0” on the affected assignment. Moreover, the student will also be referred to the University Judicial System for further action. Additional penalties could include a note on your transcript, failing the class, or expulsion from the university.

It is important to note that, while the list below is comprehensive, it should not be considered exhaustive.

Cheating includes:
a. An act or attempt to give, receive, share, or utilize unauthorized information or unauthorized assistance at any time for assignments, papers, projects, presentations, tests or examinations. Students are permitted to mentor and/or assist other students with assignments by providing insight and/or advice. However, students must not allow other students to copy their work, nor will students be permitted to copy the work of other students. Students must acknowledge when they have received assistance from others.

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b. Failure to follow rules on assignments, papers, projects, presentations, tests or examinations as provided by the course professor and/or as stipulated by IE.
c. Unauthorized co-operation or collaboration.
d. Tampering with official documents, including electronic records.
e. The impersonation of a student on presentations, exercises, tests or an examination. This includes logging onto any electronic course management tool or program (e.g. Black Board, etc.) using someone else’s login and password.

**Plagiarism includes:**
a. Using the work of others and attempting to present it as your own. For example, using phrases or passages from books, articles, newspapers, or the internet and not referencing them properly in your document. This includes using information from others without citing it, misrepresentation of cited work, and misuse of quotation marks.
b. Submitting an assignment or paper that is highly similar to what someone else has written (i.e., minimal changes in wording, or where the sentences are similar, but in a different order).
c. You don’t have to commit “word for word” copying to plagiarize – you can also plagiarize if you turn in something that is “thought for thought” the same as someone else.

**Other violations of academic ethics include:**
a. Not acknowledging that your work or any part thereof has been submitted for credit elsewhere.
b. Misleading or false statements regarding work completed.
c. Knowingly aiding or abetting anyone in committing any form of an Academic Integrity violation.
CODE OF CONDUCT IN CLASS

1. **Be on time**: Students arriving more than 5 minutes late will be marked as “Absent”. Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor).

2. **If applicable, bring your name card and strictly follow the seating chart.** It helps faculty members and fellow students learn your names.

3. **Do not leave the room during the lecture**: Students are not allowed to leave the room during lectures. If a student leaves the room during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as “Absent”.
   Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).

4. **Do not engage in side conversation.** As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. If you do not want to ask it during the lecture, feel free to approach your teacher after class.
   If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as “Absent”.

5. **Use your laptop for course-related purposes only.** The use of laptops during lectures must be authorized by the professor. The use of Social Media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as “Absent”.

6. **No cellular phones**: IE University implements a “Phone-free Classroom” policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.

7. **Escalation policy: 1/3/5.** Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as “Absent.” IE University implements an “escalation policy”: The first time a student is asked to leave the room for disciplinary reasons (as per items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.