

**University of South Florida Sarasota-Manatee  
Department of Psychology**

**PSY 3213**

**RESEARCH METHODS IN PSYCHOLOGY  
FALL 2012**

**Meeting Time and Place:** Tues & Thurs 3:00 pm to 4:50 pm Room \_\_\_\_\_

**Prerequisites:** Psychological Science (PSY 2012) with a grade of “C” or better and Statistics (PSY 3204 or comparable undergraduate course)

**Instructor:** Christine Ruva, Ph.D. Office: C249 Phone: 941-359-4629  
Mailbox: SMC Room C263 e-mail: [ruva@usf.edu](mailto:ruva@usf.edu)  
Web Site: <http://luna.cas.usf.edu/~ruva/index.htm>

**Office Hours:** Tues 5:00 pm to 5:50 pm and by appointment.

**Required Texts:** American Psychological Association (2009). *Publication manual of the American Psychological Association (6<sup>th</sup> ed.)*. Washington, DC: APA.

Cozby, P.C. (2012). *Methods in behavioral research (11<sup>th</sup> ed.)*. New York: McGraw-Hill.

**Textbook Website:** [http://highered.mcgraw-hill.com/sites/0078035155/information\\_center\\_view0/](http://highered.mcgraw-hill.com/sites/0078035155/information_center_view0/)

**Course Description and Purpose**

This course is designed to introduce you to scientific psychology. Along with providing students with an in-depth coverage of methods and correct statistical applications, this course will focus on psychological theory. All good research is theory driven and every scientific discipline, psychology included, has at its foundation research. This course is designed to teach you to think like a scientist, which necessitates critical thinking and critical evaluation of topics covered in class. We will address the logic of experimental design, the concept of control, the analysis of experimentally obtained data, and the principles of scientific writing (APA style). The lectures, discussions, videos, and related exercises are intended to clarify and augment the theoretical and methodological concepts presented in your assigned reading. The assignments, a research proposal, and a presentation will give you the opportunity to apply the principles you are learning. You should be aware that this is a challenging course and typically requires **5 to 10 hours of weekly study** in addition to class time.

**Course Goals and Learning Objectives**

The primary goal of this course is to introduce students to the concepts of research methods and theories in psychology. At the conclusion of the course, you should be able to:

1. Demonstrate a familiarity with the research designs commonly used in psychological research.
2. Identify the appropriate statistical procedures for specific study designs.
3. Demonstrate the ability to evaluate published research.
4. Design a study to answer a specific research question.
5. Conduct literature searches to provide sound rationale for your study and hypotheses.
6. Write a research proposal incorporating the principles of scientific writing and APA style.
7. Demonstrate your understanding of ethical issues in research.

**Lectures and Labs.** Classes may include a lecture, multi-media presentations, discussions, and scheduled activities. Regular participation in discussions and activities is highly recommended to enhance your understanding of the material. Many lab assignments may require completing online activities, reading and analyzing research, or writing papers and reports. I will introduce most of this work during the scheduled lab and you will complete all or part of it independently. In order to receive credit for a lab assignment the student **must be in class on the day the assignment is given**. Students not in attendance will receive **NO CREDIT** for the lab. All lab assignments that are not completed in class are due at the beginning of the next scheduled class meeting. Late assignments will not be accepted and will receive no credit. **NO MAKE-UPS FOR LABS.**

**Exams.** You must take each exam on the scheduled exam date and time. You must bring your **Student ID** to all exams. There will be **TWO** exams. The two examinations will cover the assigned readings in the text and research articles, lectures, multi-media presentations, labs, and classroom demonstration and exercises. Exams will consist of multiple-choice and short answer questions. Scan-tron sheets will be used for testing so make sure to come to each test with a **pencil**. If you are ill or have some other documentable, legitimate reason for missing an exam (see excused absences below), you may be permitted to take a make-up. However, you **must** notify me **NO LATER THAN 24 HOURS PRIOR** to the date and time of the exam (or earlier, see excused absences) or you will receive **NO CREDIT FOR THE EXAM**.

During exams, you will only be permitted to have pens, pencils, and erasers at your desk. Please leave refreshments, book bags, and other materials in the front of the classroom or do not bring them at all. Turn off all cellular phones and any other electronic device and please do not wear hats. You are responsible for bringing your own #2 pencil to the exams. You **may not leave the room** during an exam.

**Makeup Exam Procedures.** On the Sarasota campus makeup exams are only administered on four predetermined dates and times during each semester. These dates and times cannot be altered for your individual schedule – **NO EXCEPTIONS**. Therefore, if you qualify for a makeup exam make sure to see Dr. Ruva ASAP to schedule your exam.

**Excused Absences.** These will be given for **illness** only with a **doctor's excuse** (*this illness must be severe enough to prevent you from taking the exam – Your instructor alone will determine whether your illness meets this criterion*), for the death of an immediate family member, for school sanctioned functions, or for observance of religious holy days. Doctor's excuse requires that the student fill out a "Verification of Visit" form at the health center. Something similar should be done for students using private physician services and must state specifically what the illness was and the date/s of the illness. Death of an immediate family member requires a copy of the death certificate. The University recognizes the right of students and faculty to observe major religious holidays. Students who anticipate the necessity of being absent from class for a major religious observance or a school-sanctioned event must provide notice of the date(s) to the instructor, **in writing**, by the **second week of classes**. If no notice is given the student will receive no credit for the exam.

**Research Proposal Draft & Peer Review of Research Proposal.** Approximately a week and a half prior to the due date of your final research proposal (see tentative schedule for date) you will be handing in a completed draft of your research proposal to Dr. Ruva and you will be providing additional copies to two of your peers to review during lab. That is, you are to bring **THREE copies** of your paper to the class meeting in which we are conducting the **Peer Reviews**. Each student will be responsible for reviewing **two** other students' papers using the same grading criteria form that Dr. Ruva will use to grade your final research proposals. You will be required to provide detailed comments both on the grading criteria sheet and on the actual paper. This will be **done in class** and you will **discuss your review with the student** whose paper you reviewed. You will then **give this student your review** so that he/she can edit his/her final paper. The student whose paper you review will hand in your review (both the grading criteria sheet and the paper draft) with his/her final research proposal. Note, in order to receive any points for this task you must bring in a completed Research Proposal Paper on the date specified on the Tentative Schedule below. Dr. Ruva alone will determine whether your draft qualifies as a **completed research paper**. This task is for **your benefit**. Therefore, be sure to take advantage of it. These tasks are worth **50 points**: 20 pts for your completed proposal draft and 15 pts for each peer review you complete.

**Research Proposal.** Each student will write a research proposal using APA style. Some laboratory time will be devoted to researching and formatting the papers, but most of the writing will be completed outside of class. A detailed explanation of this research proposal requirement will be provided on the course website by the second class meeting. You will need to provide me with **ONE HARD COPY** of this proposal and submit this proposal using **SAFE ASSIGN IN BLACKBOARD**. Both paper submissions must be completed by the due date or you will incur a **LATE PAPER POINT REDUCTION** which is **10% per day late**. Papers will **NOT BE ACCEPTED** via campus mailbox, email, slipped under office door, etc. If your paper is going to be late you need to contact me to arrange how you will get the hard copy of the paper to me. The date I receive your paper in my hands is the date it will be recorded as completed.

**ACADEMIC DISHONESTY:** The University considers any form of plagiarism or cheating on exams, projects, or papers to be unacceptable behavior. Please be sure to review the university's policy in the catalog, [USFSM Undergraduate Catalog](#) or [USFSM Graduate Catalog](#) and the [USF Student Code of Conduct](#). Academic dishonesty will result in an "FF" for the course and a recommendation for disciplinary action by USF SM.

**Per the USF SM Undergraduate Catalog Academic Dishonesty includes:**

1. **PLAGIARISM**, which is defined as “intentionally or carelessly presenting the work of another as one’s own. It includes submitting an assignment purporting to be the student’s original work which has wholly or in part been created by another person. It also includes the presentation of the work, ideas, representations, or words of another person without customary and proper acknowledgement of sources. Every direct quotation must be identified by quotation marks or appropriate indentation and must be properly acknowledged by parenthetical citation in the text ... When material from another source is paraphrased or summarized in whole or in part in one’s own words, that source must be acknowledged in a footnote or endnote, or by parenthetical citation in the text. Information gained in reading or research that is not common professional knowledge must be acknowledged in a parenthetical citation in the text or in a footnote or endnote.” (p. 55)

**Plagiarism Detection (Safe Assign):** The University of South Florida has an account with an automated plagiarism detection service which allows instructors to submit student assignments to be checked for plagiarism. I reserve the right to submit assignments to this detection system. Assignments are compared automatically with a huge database of journal articles, web articles, and previously submitted papers. The instructor receives a report showing exactly how a student's paper was plagiarized. **Any plagiarism in this course will result in an “FF” for the class and a recommendation for disciplinary action by USF SM.**

2. **CHEATING**, which is defined as “Cheating is using or attempting to use materials, information, notes, study aids, or other assistance in any type of examination or evaluation which have not been authorized by the instructor. Students completing any type of examination or evaluation are prohibited from looking at or transmitting materials to another student (including electronic reproductions and transmissions) and from using external aids of any sort (e.g., books, notes, calculators, photographic images or conversation with others) unless the instructor has indicated specifically in advance that this will be allowed. Students may not take examinations or evaluations in the place of other persons. Students may not allow other persons to take examinations or evaluations in their places. Students may not acquire unauthorized information about an examination or evaluation and may not use any such information improperly acquired by others.” (pp. 54-55)

***NOVEMBER 3<sup>RD</sup> IS THE LAST DAY TO WITHDRAW WITHOUT ACADEMIC PENALTY***

**Article Presentations.** Students will read, evaluate, discuss, and present a PSYCHOLOGICAL research article that he/she will be using as part of the literature review for the research proposal. This article **must** be from a journal listed on the **Approved Journals Handout**. If not, you will earn **no credit** for your presentation. Presentations will be done using **PowerPoint** and are to include a typed **1 to 2-page handout** summarizing the questions listed in your article review instructions (posted on the course website). There will be **NO MAKE-UP** article presentations. Therefore, be sure to be in class on the day you are assigned to present.

**Human Research Protection Training Certificate.** All students are required to complete a **Human Research Protection Training Course (Foundation Course)**. You will provide Dr. Ruva with an **electronic copy via Blackboard** and a **Hard Copy** at the beginning of class on which it is due. The Online Course can be found at the link below: <https://www.citiprogram.org/>

**Lab Assignments.** There will be **11** scheduled lab activities designed to give you practice applying the concepts you are learning. In order to receive credit for a lab assignment the student **must be in class on the day the assignment is given**. Students not in attendance will receive **NO CREDIT** for the lab. In addition, **LATE LABS** will receive **NO CREDIT**. Your total lab grade will be the sum of your **10 best scores**. Some of the activities must be completed in the lab. Many may be started in class and then completed online or at home. See the tentative schedule for a list of activities. All lab assignments are due either the date they are assigned or at the beginning of the next scheduled class meeting. Lab assignments will **NOT BE ACCEPTED** via campus mailbox, email, slipped under office door, etc. Students must hand in a hard copy and/or on some occasions submit an electric copy via Blackboard. If students complete more than the 10 required lab assignments their grade/s on the additional assignment/s will be multiplied by **.50** and added to their total points as **extra credit**. Therefore, it is possible to earn up to **10 additional points** by completing all of the assigned labs.

**Grading.** Grading for this course will be on an accumulated point scale as follows:

COURSE WORK	POINTS	PERCENT OF TOTAL POINTS
Article Presentation	50	5%
Lab Assignments (10)	200 (20 pts. each)	20%
Peer Review & Proposal Draft	50	5%
Research Proposal	150	15%
Exams (2)	550 (275 pts. each)	55%
<b>Total Possible Points</b>	<b>1000</b>	<b>100%</b>

A = 925+    A- = 895-924    B+ = 875-894    B = 825-874    B- = 795-824    C+ = 775-794  
 C = 725-774    C- = 695-724    D+ = 675-694    D = 625-674    D- = 595-624    F= 594 or less

**Extra Credit.** Maximum of **40 points** are possible.

- In-class Experiment:** You can also receive **15 points** of extra-credit by completing both Phases on the in-class experiment (see Tentative Schedule for dates). You must complete **both phases** of the experiment to receive any points for this activity.
- Psychology Sponsored Research Studies:** I will also accept up to **10 extra-credit points** from the Psychology Department's sponsored research studies taking place on the USF S-M campus (note – there is no guarantee that any studies will take place during the fall 2012).
- Student Research Symposium:** Students can earn **5 extra-credit points** by signing up for and attending at least 2 hours of the Student Research Symposium (tentative date for event is Friday, October 26<sup>th</sup>). Students must sign in with me on the day of this event. Event Website: <http://www.usfsm.edu/research/>
- Additional Lab Assignments:** If students complete more than the 10 required lab assignments their grade/s on the additional assignment/s (up to two) will be multiplied by **.50** and added to their total points as extra credit. Therefore, it is possible to earn up to **10 additional points** by completing all of the assigned labs.

## Other Policies and Procedures

**Be sure to check your USF email regularly for class announcements.**

**How to login to your USF email:**

1. Login to blackboard via <https://mysites.usf.edu/default.aspx>
2. Stay on the Welcome screen
3. Click the link to "Google mail." This will take you to your USF mail.

**If you require technical assistance, please contact the USF Help Desk:**

[E-mail us at help-ac@usf.edu](mailto:help-ac@usf.edu)  
Or call 813-974-1222 or 1-866-974-1222.

**Blackboard use.** Blackboard will be used to post assigned readings, instructions for essays and research proposals, and for submitting your research proposal. In addition, Blackboard will be used to post student grades, for emailing students, and for broadcasting announcements by Dr. Ruva. Students are expected to check their email frequently (every other day at a minimum) and to respond to emails from Dr. Ruva in a timely fashion. Students are also responsible for checking Blackboard on a bi-weekly basis for class announcements.

- New student should use the Blackboard tutorials:
  - [http://www.sarasota.usf.edu/Academics/DE/current\\_students.php](http://www.sarasota.usf.edu/Academics/DE/current_students.php)
- Students needing technical assistance with Blackboard should use the following resources:
  - Live online help: <http://usfsupport.custhelp.com/cgi-bin/usfsupport.cfg/php/enduser/chat.php>
  - Toll-free Helpline: 866-974-1222

**Disabilities Accommodation.** Students are responsible for registering with the Office of Students with Disabilities Services (SDS) in order to receive academic accommodations. Reasonable notice must be given to the SDS office (typically 5 working days) for accommodations to be arranged. It is the responsibility of the student to provide each instructor with a copy of the official Memo of Accommodation. Contact Information: Pat Lakey, Coordinator, 941-359-4714, [plakey@sar.usf.edu](mailto:plakey@sar.usf.edu), [www.sarasota.usf.edu/Students/Disability/](http://www.sarasota.usf.edu/Students/Disability/)

**Academic Disruption.** The University does not tolerate behavior that disrupts the learning process. The policy for addressing academic disruption is included with Academic Dishonesty in the catalog: [www.ugs.usf.edu/catalogs/0607/adadap.htm](http://www.ugs.usf.edu/catalogs/0607/adadap.htm). Occurrences of academic disruption should be addressed by the professor (depending on the situation, the student may be asked to leave or security may be called). Following the incident, the professor should establish with the student terms for continued course participation, and the professor should also submit a report to the dean. The consequences to the student can range from an administrative reprimand to suspension from USF.

**Student Responsibilities.** Every student is responsible for all materials in assigned readings, posted in Blackboard and on the course website, and provided in class. Students are expected to come to all class meetings on time and prepared to discuss course materials.

**Cell Phones & Personal Electronic Devices.** Any personal electronic devices (e.g., cell phones, smart phones, or tablets) other than notebook or laptop computers are to be **TURNED OFF AND PUT AWAY** before the beginning of class. Failure to comply could result in the student being asked to leave the classroom and thus loss of credit for any assignments due that day.

## Psychology Mission Statement

The curriculum for a Psychology degree from USF Sarasota-Manatee prepares graduates for the many occupations (e.g., human services, community or public relations, administration, and advertising and market research) and graduate work in such disciplines as clinical, cognitive, industrial psychology, education, gerontology, counseling, management, medicine, law, and other human service programs. By the time our majors are ready to graduate, they are equipped with two vital skill sets. First, our majors are familiar with numerous factors influencing behavior and mental processes, and the interactions between them. These factors range from the molecular (communication in the brain) to the cultural (human diversity). Second, our majors have developed the critical thinking skills necessary for the consumption and production of psychological research. These skills include writing and familiarity with the ethics of conducting psychological research. Students will have the opportunity to take a capstone course that allows them to create their own research study to demonstrate these competencies.

## Emergency Preparedness

- It is strongly recommended that you become familiar with the USF Sarasota-Manatee Emergency Action Plan on the Safety Preparedness site  
<http://www.sarasota.usf.edu/facilities/SafetyPreparedness.php>
- **Fire Alarm Instructions:** At the beginning of each semester please note the emergency exit maps posted in each classroom. These signs are marked with the primary evacuation route (red) and secondary evacuation route (orange) in case the building needs to be evacuated.
- **Contingency Plans:** In the event of an emergency, it may be necessary for USFSM to suspend normal operations. During this time, USFSM may opt to continue delivery of instruction through methods that include but are not limited to: Blackboard, Elluminate, Skype, and email messaging and/or an alternate schedule. It's the responsibility of the student to monitor Blackboard site for each class for course specific communication, and the main USFSM and College websites, emails, and MoBull messages for important general information. The USF hotline at 1 (800) 992-4231 is updated with pre-recorded information during an emergency. See the Safety Preparedness Website for further information. <http://www.sarasota.usf.edu/facilities/SafetyPreparedness.php>

### Research Methods: Tentative Schedule for Lectures, Readings and Assignments

Date	Topic	Assigned Readings (Cozby Text)	Lab Assignments and Due Dates
8/28	Introduction	1	
8/30	The research question	2	
9/04	Literature Search		Literature Search ♣
9/06	Ethics	3 ☀	
9/11	Human Research Protection	Belmont Report ☀	Human Research Training Cert ♦
9/13	Study Design	4	
9/18	Study Design	Articles ☀	Study Design ♣ ♦
9/20	APA Style	APA Pub Manual	Referrals to writing center ♦
9/25	Psychometrics	5	Psychometric Exercise ♦
9/27	Observations	6	<b>Hand in Article for Presentation</b>
10/02	Naturalistic Observations	6	Naturalistic Observation ♣
10/04	Surveys	7	<b>Approval of Articles by Dr. Ruva</b>
10/09	Exam Review		Exam Review
10/11	<b>EXAM 1 (Chapters 1 – 7)</b>		<b>EXAM 1 &amp; Writing Center Appointment Documentation Due</b>
10/16	<b>Presentations Group 1</b>		<b>Power Point slides and Handouts</b>
10/18	<b>Phase 1: Experiment</b>		<b>Phase2: Experiment*</b>
10/23	<b>Presentations Group 2</b>		<b>Power Point slides and Handouts</b>
10/25	<b>Phase 2: Experiment (Group 1 3p-5p; Group 2 1p-3p)</b>		<b>Phase2: Experiment*</b>
10/30	Experiments	8	
11/01	Experiments cont.	8	Design an Experiment ♣
11/06	Experiments cont.	9	Confounding Variables ♣
11/08	Experiments cont.	10	
11/13	Experiments cont.	10	Complex Experimental Design ♣
11/15	Experiments cont.	11	Quasi Experiment ♦
11/20	Understanding Research Results	12	Final Exam Questions ♦
11/22	<b>NO CLASS - HOLIDAY</b>		Enjoy!
11/27	Research Proposals: Peer Review		Research proposal must be complete. Come to class with 3 copies *Final Exam Questions Due
11/29	Understanding Research Results	13	
12/04	Generalizing results	14 ☀	<b>Final Research Proposal Due</b>
12/06	Exam Review		Exam Review ♣
12/11	<b>EXAM 2 (Chapters 8-14)</b>		<b>EXAM 2 (3 pm – 4:50 pm)</b>

- Note:** ♣ Denotes that there will be an in-class assignment on this date. If there is not enough time to complete the assignment in class then it is due at the **beginning** of the **NEXT scheduled class** meeting. **Late assignments will not be accepted – No Exceptions.**
- Note:** ♦ Denotes a homework assignment (take-home lab) which is due at the **beginning** of the **NEXT scheduled class** meeting. **Late assignments will not be accepted – No Exceptions.**
- Note:** \* Denotes an Extra-Credit opportunity that starts at the **beginning** of that **scheduled class** meeting. Students who come late will be allowed to participate, but won't receive extra-credit for doing so.
- Note:** ☀ Denotes that there is an additional reading in BlackBoard for this class.

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