

COURSE SYLLABUS

Measurement in Psychosocial Sciences

1920-2-E2004P040

Learning area

Study of the Psychological Aspects Underlying Communication

Learning objectives

Knowledge and understanding

- Research methods in the psycho social field
- Research instruments: questionnaires, indirect measures, , an overview of digital data analysis and social media
- Reliability and validity of measurement

Applying knowledge and understanding

- How to develop a research question
- How to operationalize a psychological construct
- Construction of a measure
- Evaluation of a measure
- Use of statistics within a research project

Contents

The course aims at helping students acquire useful knowledge for the conduction of a research in the field of social psychology. First, the issue of measurement in psychology will be introduced. Then some measures will be analyzed in detail (questionnaires, tests, indirect measures, data from behaviors in social networks). Information will be provided on how to evaluate their psychometric characteristics. Moreover, a measure for a specific research question will be constructed and evaluated. Various examples of different kinds of measurement instruments will be provided throughout the course.

Detailed program

- ? Identifying the research question

- ? The design of the research

- ? Operationalizing psychological constructs: manipulation and measurement

- ? Measurement instruments

- ? Questionnaire

- ? Measures of implicit and explicit constructs

- ? Evaluating the psychometric qualities of a measure

- ? Reliability

- ? Validity

- ? Construction of a measure

- ? Analysis of results of a research project

- An overview of digital data analysis and social media

Prerequisites

Nothing specific.

Teaching methods

Lectures and practical exercises during which students will be guided in constructing a research project, working in small groups.

Materials (lecture notes and scientific papers) will be made available on the e-learning site of the course, accessible to both attending students and non-attending students.

Assessment methods

The verification of the learning will be carried out through a written exam (multiple-choice and open questions) and an oral exam.

The written exam aims at ascertaining the specific knowledge of the main theoretical aspects of the course and the ability to construct and evaluate measurement instruments. Mid term examinations will take place mid-course and at the end of the course.

The oral exam deals with the whole program of the course. Attending students (required attendance: 66% of the lessons) can replace it with a class presentation and discussion of the research project that they have developed during the course, through the use of powerpoint slides.

The oral exam allows to increase or decrease by 2 points the score obtained through the written exam.

Textbooks and Reading Materials

The bibliography will be provided by the teacher at the beginning of the course and published on the page of the e-learning website.
