

University of Pretoria Yearbook 2022

Research methodology 801 (PSY 801)

Qualification	Postgraduate
Faculty	Faculty of Humanities
Module credits	40.00
NQF Level	09
Prerequisites	DS (Research Psychology)
Contact time	2 lectures per week
Language of tuition	Module is presented in English
Department	Psychology
Period of presentation	Year

Module content

This module exposes students to research methodology, including quantitative and qualitative methodology, as well as mixed methods. Specific research methodology themes covered include the theoretical underpinnings of methodology, research designs/approaches, market and media research, data collection and analysis, and research ethics. Students will also receive training in the use of software to analyse data. The module will enable students to conceptualise, plan and execute rigorous research in a psychological context and expose them to a broad range of research techniques. This will equip students with the skills necessary to be flexible and adapt to the ever-changing research workplace. Instruction will be delivered through workshops, contact sessions and online materials.

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