

PSYCHOLOGY "DESIGN A STUDY" CHALLENGE



DESIGN A STUDY

Produce a 2-page PDF proposal with the following sections. It is up to you to decide how best to deliver the requested information.

Introduction

What is the purpose of the study? What problem are you solving?

- Provide background to the topic & the general significance of the problem area
- State your research question
- State your aims and hypotheses
- Literature Review - Read a few similar/ relevant studies and provide background material - are there any unanswered questions? Justify the necessity of your proposed research

Methods

- **Consider Design:** Demonstrate a logical approach to conducting an appropriate experiment, something that is feasible, realistic and useful.
- **Participants:** Who is the target population? - Age/socio-economic status, gender, etc. What sampling technique has been used? Why? Details of participants that have been used? Do participants have certain characteristics?
- **Materials:** What equipment would you use?
- **Procedure (Data collection, handling and analysis):** How would you measure and control appropriate variables? How would you ensure robust, reliable data? Relevant statistical analysis?
- How would you present your results in an informative and useful way?

Anticipated Results

- What do you predict the results will be?
- How will you examine your results?

Discussion

Assess the potential implications of the study and any conclusions that could be drawn from it.

TIPS & EXAMPLES

Tips:

- Sometimes less is more, a clearly labelled diagram can say a lot more than a full page of text
- Your submission should demonstrate quality of research, and clearly explain the need for the study and how your research will deliver that need
- Include a bibliography of all materials used in proposal

Example Projects:

- Investigating the effects of colour, word type, or other non-semantic factors on memory/reaction time/false memory recall of word lists
- Influence of age/gender/multilingualism or any number of other factors on memory, number & word processing, any easily quantifiable metric
- An investigation into behavioural economics in the style of Kahneman & Tversky, looking at Type 1 & 2 decision making and how this can be influenced, for example, by advertising and product placement.
- How pupil size can be a predictor of how hard the brain is working

