

PSYCH 108 - ASSIGNMENT RESEARCH REPORT ON THE CLOTHING CASE-STUDY

Your research report will be based on the responses gathered from the first question in the clothing questionnaire you completed online:

“Why do you usually buy clothes? Please be totally honest and give as much detail as possible.”

You will be given the data provided by yourselves and the students in Chem 240 to analyse. It is critical you attend the relevant laboratories, as you will be unable to complete the report without doing so. The word limit is 1500 words with a 10% leeway – that is a penalty will apply over 1650 words. It should contain the following sections. A brief summary of what should be covered in each section and the marks allocated is given below.

Title

The title should reflect what your research is about.

Research question/s **(1 mark)**

The research question or questions capture the aim of your research. What is it you are trying to find out? List one or more research questions that will be investigated in this study. Make sure these questions are in line with *what* you measure (your method) *how* you analyse the data (your results) and your *discussion*.

Method **(3 marks)**

This section should be divided into the following subheadings: Participants, Measures, Procedure.
Participants: state the number of participants, the courses they were from, their age, ethnicity and disposable income. You will be provided with this information – see the ‘What are you Wearing’ module on Canvas for the file called ‘Participant demographics’. (1 mark)
Measures: state the relevant question from the survey, and briefly describe that it was part of an online questionnaire. Also state that it was an ‘open-ended’ question. (1 mark)
Procedure: Describe what participants had to do – remember about the need to consent to participate. You should also state that the question which is the focus of the current report was part of a larger questionnaire, and give a sentence or two on what the larger questionnaire covered. (1 mark)

Results **(6 marks)**

This section will have two parts, analysis procedure and themes.
Analysis procedure: give a detailed account of the process you used to arrive at themes, this should include what you did in class (if you are using the themes generated in class as the basis of your analysis) as well as your individual or group process outside of class. (2 marks)
Themes: you may have between four and eight themes. In this section you will need to name your themes, describe them, and then give two examples of each from the data. Make sure your examples *clearly illustrate the theme concerned* and ideally do not also fit with other themes. You can use examples that are only a few words or 2 – 3 sentences in length. You may bullet point the themes if you wish, but you should start this section with a general statement indicating that it will describe the themes you devised. (4 marks)

Discussion**(9 marks)**

This is a reflection on your results. It must be linked back to your research question or questions. The discussion should have sub-headings and the content below. Each sub-heading is shown in italics.

1. *Summary of the findings*. Start with a summary of the findings which includes your research question or questions and the major themes you discovered. (1.5 marks)
2. *Discussion of the themes*. Then discuss how your themes relate to 2 -3 social psychology concepts or theories taken from the textbook, the film “The True Cost”, the additional readings for this assignment, or from Niki’s lectures. You can use any combination of these sources in your discussion. It is expected, however, that you use at least one written source and not just material from Niki’s lectures. (3 marks)
3. *Limitations*. This section should discuss the ‘gaps’ or ‘problems’ in the current study (1 mark)
4. *Further research*. Please discuss at least two further research questions that are derived from your findings/themes. (1.5 marks)
5. *Implications*. This section should discuss what the results imply about clothes consumption in Western societies. You may also wish to discuss possible strategies to raise consciousness or otherwise bring about clothing practices more compatible with social justice and environmental protection. (2 marks)

References**(1 mark)**

List the references you used using APA format. You must also use correct APA formatting when you cite a reference in your research report.

ADDITIONAL INFORMATION - HOW TO WRITE A PSYCHOLOGY RESEARCH REPORT

This section provides a brief overview of the main features of writing a psychology research report. The production and understanding of research reports is an important part of a psychologist’s life. The most common type of report is one that describes the analysis of some form of “data”, usually gathered from questioning or observing people.

The essence of a research report is that it provides a detailed account of what the researcher(s) did, what was found, what conclusions were arrived at based on the results, and how these inform our theories about people. The information is to be communicated as simply and effectively as possible.

The standard format of a research report includes the following sections:

Title

Abstract (you will not need an abstract in this report)

Introduction (you will not need an introduction in this report)

Method

Results

Discussion

References

Appendices (if appropriate – you will not need appendices in this report)

Title:

The title should be as brief and informative as possible (approx. 15 words). The title helps the reader to know what the contents of the report are.

Abstract:

The abstract is approximately 150 words. It is a summary of what the report is about. It should provide information on what is being investigated, the design used, the participants, the materials/procedures used, main results and main conclusions drawn. It is usually written last.

Introduction:

The introduction provides the background to the study. It includes a brief review of relevant literature, the theoretical framework for the study, and typically concludes with a statement of the research aims and/or hypothesis of the current study.

Method:

The method section is made up of several subsections each detailed below. The method sections should contain all relevant information required for a reader to fully understand the study, and potentially use the same procedure with a different group of participants.

Participants

This subsection gives information about the people who participated in the study. For example, who were the participants, how were they recruited, what is the gender, age and ethnic make up of the sample.

Materials

This subsection gives details about all the important equipment that was used and any “measures” such as questionnaires.

Procedure

This subsection of the report describes exactly what happened to the participants during the study.

Results:

The results section provides a summary of the collected data. It commonly includes a statement about how the data was processed.

Discussion:

The discussion section typically starts with a concise summary of the results and how they relate to the research question under investigation. Interpretations about why the results occurred are made and the research findings are compared with results of other relevant research. In addition, implications (theoretical and/or practical) of the findings are noted and any limitations of the study are usually acknowledged, such as methodological weakness. This section commonly ends with a brief statement of the main conclusions arrived at and directions for future investigators.

References:

Referencing is acknowledging the source of information or ideas you have employed in your writing. Be very aware that the use of other people’s ideas and/or writing without acknowledge is plagiarism. Plagiarism will not be tolerated and the student may be subject to disciplinary action.

Any references mentioned in the text must be reported in full in this section. In psychology, APA referencing format is used. The reference list must be in alphabetical order. To see examples of APA referencing style see reference lists in the many psychology journals. Further help with referencing can be found at www.cite.auckland.ac.nz.