

Faculty of Psychology and Education Sciences



PSY2230 Investigation techniques for attitudes and beliefs

[30h] 3 credits

Teacher(s): Vincent Yzerbyt
Language: French
Level: Second cycle

Aims

- to familiarise the students with the various tools to measure attitudes, beliefs and behaviours; to ensure the control of the techniques aimed at examining the reliability and validity of the tools; to help in the choice of the best fitted techniques to answer the concerned question; to sensitize the students to the pragmatic dimension of the design of questionnaires and of the context of survey; to provide the skill to analyse the constraints of feasibility of the studies or surveys.

Main themes

- causality (thinking on the concept of cause; correlation versus causality; epistemology in social psychology)
- recall of the basic concepts bearing on the measure in psychology (levels of measure and statistical consequences, notion of psychological construct, reliability and validity of the tools and their relations).
- the various tools to measure the attitudes and beliefs (psychometrical and psychophysical approaches, metrical features of the various tools, alternative techniques)
- the techniques aimed at examining the reliability and validity of the tools (analysis of a classical item and the internal consistency, the multi-trait multi-method matrix of Campbell and Fiske, factorial analysis)
- exploration of the data from the model test (research of a sustainable model, testing of the models, correlation and causality: the regression models, introduction to the models of structural equations)
- the methodological aspects related to the design of a survey
- the socio-cognitive approach of the survey situation
- the organisational and economical feasibility of the survey and exploitation of the results

Content and teaching methods

- to familiarise the students with the various tools to measure attitudes, beliefs and behaviours; to ensure the control of the techniques aimed at examining the reliability and validity of the tools; to help in the choice of the best fitted techniques to answer the concerned question; to sensitize the students to the pragmatic dimension of the design of questionnaires and of the context of survey; to provide the skill to analyse the constraints of feasibility of the studies or surveys.

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Lectures - reading portfolio
 Practical exercises to design some tools of measure