

C8. WEBDATA COLLECTION METHODS II: ONLINE ASSESSMENT/TESTING
Subject Information:

Code	C8	Plan	2014	ECTS	5
Type of Subject	Core	Year	1	Semester	1
Knowledge area:					
Department:					
Virtual Platform	Platform:	Studium.usal.es			
	Access URL:	Studium.usal.es			

Data about the instructor-teacher

Teacher	Prof.dr. Boris Mlačić	Group / s	
Department	Center for Research of Interindividual Differences		
Knowledge area	Personality psychology, differential psychology, the lexical approach to personality, Big-Five model, personality development, assessment/testing, multivariate methods		
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Remarks (previous requirements, coordination, other, if any)

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Objectives and competencies of the subject (basics, general, transversal, specifics)

Objectives : The general objective of the course is to provide students with the insight into the online assessment/testing as one of four basic web-based data collection methods. The special focus of the course will be on themes related to personality, social and political attitudes, quality of life, organizational psychology, but not limited to them. The general objective of the course is also to provide students with the knowledge on how to develop and conduct an online measurement instrument (a test, questionnaire, or a rating scale) for a specific topic of interest.

The specific objectives are to:

1. Introduce students to online assessment/testing, their expansion and research potential.
2. Introduce students to issues of classic and modern test theory, item construction and selection, factor analysis and other relevant multivariate methods.
3. Introduce students to ethics and practice of assessment/testing.
4. Introduce students to issues of assessment/testing within the realm of online application.

■ **Competences:** On completion of this course, the students will be able:

1. To understand and recognize the value of data gathered by online assessment/testing for research.
2. To understand the impact of online assessment/testing on research planning.
3. To understand the basic issues of classic and modern test theory, item construction and selection, factor analysis and other multivariate methods.
4. To understand the ethics and practice of online assessment/testing.
5. To develop and conduct online measurement instruments.
6. To analyze the data generated by the use of online measurement instruments.

Programme (Brief Description of modules) and expected learning outcomes

Programme: The course will focus on the growth of online assessment/testing as an indispensable data source for research with special accent on the social sciences, specifically personality psychology, social and political attitudes, quality of life, organizational psychology and social desirability. Special attention will be devoted to the development of International Personality Item Pool (IPIP), as one of the first online personality measures. Starting with the general overview of online assessment/testing expansion in recent years, the course will encompass the themes from classic and modern test theory, item construction and selection, factor analysis and other multivariate methods important for online assessment/testing. The course will also encompass the technical and ethical issues in the use of data generated by online assessment/testing as well as the added value and benefits of such data. The course will also cover the issues of equivalence of online assessment/testing data with paper-and-pencil as well as offline computer generated data through psychometric properties of respective instruments. The special focus of the course will be on fostering students' skills how to develop and conduct online measurement instruments.

Expected learning outcomes: By the end of this course, the students will be able to:

1. Select and integrate information from various sources, including electronic and print resources, to navigate the issues of online assessment/testing and their value for research.
2. Describe, evaluate, and communicate the impact of research and other accomplishments in the field of online assessment/testing on the whole field of assessment/testing.
3. To understand the basic methodology behind the most frequent constructs used in the realm of online assessment/testing.
4. Formulate scientific questions about technical and ethical issues in the use of online assessment/testing generated data.
5. Plan ways to model research based on online assessment/testing generated data.
6. Independently organize, plan and conduct research in the domain of online assessment/testing, i.e. to know how to develop an online measurement instrument.
7. Analyze data gathered by online assessment/testing research.

Methodology

Face to face teaching, live video class system, online learning, online supervision, powerpoint presentations, independent assignments, essays

- Resources:

Bibliography: (preliminary, subject to change)

- Barak, A. (2010). Internet-based Psychological Testing and Assessment. In R. Kraus, G. Stricker, and C. Speyer (Eds.), *Online counseling: A handbook for mental health professionals* (2nd ed., pp. 225-255). San Diego, CA: Elsevier.
- Buchanan, T. (2001). Online personality assessment. In U.-D. Reips & M. Bosnjak (Eds.), *Dimensions of Internet science* (pp. 57–74). Lengerich, Germany: Pabst Science.
- Buchanan, T. (2002). Online assessment: Desirable or dangerous? *Professional Psychology: Research and Practice*, 33, 148-154
- Buchanan, T. (2003). Internet based questionnaire assessment: Appropriate use in clinical contexts. *Cognitive Behaviour Therapy*, 32, 100-109.
- Buchanan, T. (2007). Personality testing on the Internet: What we know, and what we do not. In A. Joinson, K. McKenna, T. Postmes, & U. Reips (Eds.), *The Oxford handbook of Internet psychology* (pp. 447-460). Oxford, UK: Oxford University Press.
- Buchanan, T., Johnson, J. A., & Goldberg, L. R. (2005). Implementing a five-factor personality inventory for use on the Internet. *European Journal of Psychological Assessment*, 21, 115-127.
- Gregory, R J. (2011). *Psychological Testing: History, Principles, and Applications* (Sixth ed.). Boston: Allyn & Bacon
- Reips, U.-D. (2006). Web-based methods. In M. Eid & E. Diener (Eds.), *Handbook of multimethod measurement in psychology* (pp. 73–85). Washington, DC: American Psychological Association.

Reips, U.D. (2013). Internet-based studies. In Marc. D. Gellman, J. Rick Turner (Eds.) Encyclopedia of Behavioral Medicine (Part 9, pp. 1097-1102). Berlin: Springer.

Online resources:

Will be posted by the beginning of the master course

Evaluation System:

General Considerations:

Evaluation Criteria:

1. Class participation – 10% of the grade
2. Mid-Term essay – 30%
3. Research project plan – 30%
4. Final exam – 30%

Recommendation for second and following evaluations:

Will be posted by the beginning of the master course

Employment Opportunities (optional)

Will be posted by the beginning of the master course.