

MASTER IN WEBDATAMETRICS: WEB-BASED DATA COLLECTION AND ANALYSIS

EG1. CROSS-CULTURAL ISSUES IN ONLINE-BASED RESEARCH.

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5 ECTS

■ **Objectives :** The general objective of the course is to provide students with the insight into the issues of global comparability and cultural specificity in the context of online-based research and to develop students' competencies to include culture-important variables in their future research.

The specific objectives are to:

1. Introduce students to the importance of cultural contexts in online-based research.
2. Introduce students to the impact of culture on human behavior.
3. Introduce students to cultural differences in the context of ethical and legal issues in online-research.
4. Introduce students to etics and emics in psychology, with a special emphasis on personality.

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

1. To understand and embrace the issues of global comparability and cultural specificity of various constructs in the context of online-based research.
2. To recognize the importance of cultural contexts and sociodemographics in online-based research.
3. To understand the impact of culture on human behavior.
4. To understand cultural differences in the context of ethical and legal issues of online research.
5. To explain the differences between etics and emics of personality.
6. To include cultural-specific variables in planning future online-based research.

■ **Programme :** The course will focus on the issues of global comparability and cultural specificity of various constructs in the context of online-based research. Starting with the general overview of the cross-cultural issues in research, the course will encompass the issues of generalizability of research findings across cultures, taking into account the cultural contexts and sociodemographics. The course will address the cross-cultural issues in the context of personality psychology (etics and emics of personality), as a possible blueprint for other fields of online-based cross-cultural research. The course will also include an overview of most frequent ethical and legal issues of online research that are country and culture specific.

■ **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 answer the questions about the issues of global comparability and cultural specificity in online-based research.
2. Describe, evaluate, and communicate the impact of research and other accomplishments in the field of culture and human behavior on our understanding of online-research.
3. To communicate ideas about the impact of culture on human behavior.
4. To analyze online-based research regarding the inclusion of cultural-specific variables.
5. Formulate scientific questions about cultural differences in the context of ethical and legal issue in online research.
6. Plan ways to model online-based research with the inclusion of cultural-specific variables.
7. Independently organize, plan and conduct research in the domain of cross-cultural issues in online research.

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

■ **Evaluation system:**

1. Class participation – 10% of the grade

2. Mid-Term essay – 30%
3. Research project plan – 30%
4. Final exam – 30%

- **Remarks:** No special prerequisites are needed
- **Online resources:** Will be posted by the beginning of the master course.
- **Bibliography** Will be posted by the beginning of the master course.
- **Employment opportunities** Will be posted by the beginning of the master course.