uwe hartpury

MODULE CODE:	UIN VLD-10-2	**MODULE VERSION:** 3.1
MODULE TITLE:	BEHAVIOURAL MEASUREMENT	
LEVEL:	2	
UWE CREDIT RATING:	10	
ECTS CREDIT RATING:	5	
MODULE TYPE:	STANDARD	
OWNING FACULTY:	HARTPURY	
FIELD:	Animal Science	
VALID FROM:	08 April 2009	
DISCONTINUED FROM:		
PRE-REQUISITES:	None	
CO-REQUISITES:	None	
EXCLUDED COMBINATIONS:	UIN XLD-10-2: Behavioural Measurement	

LEARNING OUTCOMES:

At the end of this module the student should be able to:

A. Knowledge and understanding

1. Review a range of research techniques commonly used in the behavioural sciences (A);
2. Assess published material and comment critically on research findings (A,B)
3. Consider the health and safety and ethical implications of carrying out behavioural research (A,B)

B. Intellectual skills

1. Discuss methods of practically assessing and measuring behaviour and welfare across a range of animal species (A);

C. Subject/professional and practical skills

1. Devise a research programme of relevance to the investigation of behaviour and interpret data relating to this (B)

D. Transferable skills and other attributes

1. Communicate technical information clearly in a written format, within time constraints and in a high pressure environment (A)
2. Communicate in writing accurately, clearly and appropriately demonstrating use of appropriate academic terminology and writing styles (B)

SYLLABUS OUTLINE:

Implications of carrying out research

Hypothesis generation and testing

Research design – reliability and validity, individual differences and sample size, replication and pseudo-replication

Dissemination of information from the literature; analysis and interpretation of behavioural data

Data collection and recording media – appropriateness of data, recording and sampling techniques, data handling methods; media – video, dictaphones, automatic recording devices etc.

Design of surveys and questionnaire-based studies and the advantages and disadvantages of their use

Analysis of animal groups (dominance hierarchies, association indices and maintenance of proximity)

TEACHING & LEARNING METHODS:

A variety of learning strategies will be used which may include lectures, tutorials, practicals, and e-learning

READING STRATEGY:

Essential Reading

Any essential reading will be indicated clearly, along with the method for accessing it, e.g. students may be expected to purchase a set text, be given a study pack or be referred to texts that are available electronically, or in the Library. Module guides will also reflect the range of reading to be carried out.

Further Reading

All students are encouraged to read widely using the library catalogue, a variety of bibliographic and full text databases and Internet resources. Many resources can be accessed remotely. Guidance to some key authors and journal titles available through the Library will be given in the Module Handbook and updated annually. Assignment reference lists are expected to reflect the range of reading carried out.

Access and Skills

Students are expected to be able to identify and retrieve appropriate reading. This module offers an opportunity to further develop information skills introduced at Level 1. Students will be given the opportunity to attend the GDP sessions on selection of appropriate databases and search skills. Additional support is available through iSkillZone. This includes interactive tutorials on search skills, evaluating information and referencing. Sign up workshops are also offered by the Library.

Indicative Reading List

The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. CURRENT advice on additional reading will be available via the module handbook or Blackboard pages.

Dawkins, M.S. (Current Edition) *Unravelling animal behaviour.* Harlow: Longman Scientific and Technical.

Howell, D.C. (Current Edition) *Fundamental statistics for the behavioural sciences.* London: International Thomson Publishing Group Europe.

Lehner, P.N. (Current Edition) *Handbook of ethological methods.* Cambridge: Cambridge University Press.

Martin, R. and Bateson, P. (Current Edition) *Measuring behaviour: an introductory guide.* Current edition. Cambridge: Cambridge University Press.

Morris, T.R. (Current Edition) *Experimental design and analysis in animal sciences.* Oxon: CABI publishing.

Petrie, A. and Watson, P. (Current Edition) *Statistics for veterinary and animal science.* Oxford: Blackwell Sciences Ltd.

The above sources give an indication of the area of study involved. Although students may be directed to some specific titles, they will also be encouraged to identify other relevant material for themselves.

Module Name **Behavioural Measurement**
Module Code **UIN VLD-10-2**

ASSESSMENT

In line with the College's commitment to facilitating equal opportunities, a student may apply to the Learning Teaching and Assessment Committee (LTAC) for alternative means of assessment if appropriate. Each application will be considered on an individual basis taking into account learning and assessment needs. For further information regarding this please refer to the Virtual Learning Environment (VLE).

Weighting between components A and B (standard modules only) **A: 50%**
B: 50%

FIRST ATTEMPT
First Assessment Opportunity
Description of assessment elements

Component A	**Type**	**Length**	**Element Weighting**
1	Examination	1 hour	100%
Component B			
1	Poster presentation of research programme	15 minutes	100%

FIRST ATTEMPT
Second Assessment Opportunity
Further attendance at taught classes is not required
Description of assessment elements

Component A	**Type**	**Length**	**Element Weighting**
1	Examination	1 hour	100%
Component B			
1	Poster presentation of research programme	15 minutes	100%

SECOND (or subsequent) ATTEMPT
Attendance at taught classes is required for a second or subsequent attempt

Specification confirmed by:

Role: Associate Dean

Date: 08/04/2009