

Understanding Research Methods and Statistics: An Integrated Introduction for Psychology



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(Brendan Doyle)

UNDERSTANDING RESEARCH METHODS AND STATISTICS: AN INTEGRATED INTRODUCTION FOR PSYCHOLOGY

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Houghton Mifflin, 2000. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Contents Note: Each chapter concludes with Putting It All Together, Chapter Summary, Key Terms, Review Questions, and Practice Problems. I. Introduction to Psychological Research 1. Introduction to the Scientific Method Introduction (Or Why Am I Here?) The Scientific Method The Goals of Psychological Research Scientific Hypotheses The Flaws in Scientific Research 2. The Logic of Designing and Interpreting Research Beginning the Design: Asking the Question Testing a Hypothesis by Discovering a Relationship The Role of Statistical Procedures Summary of the Flow of a Study Experimental Research Methods Descriptive Research Methods 3. Understanding Reliability and Validity Designing an Example Study Critically Evaluating the Study Understanding Reliability Understanding Validity Minimizing Threats to Validity and Reliability Issues of Validity and Reliability in Descriptive Studies Issues of Validity and Reliability in Experiments 4. Design Issues and Ethical Concerns in Experiments Two Example Studies Designing the Independent Variable Designing the Dependent Variable Controlling Extraneous Variables Demand Characteristics Research Involving Animals Research Ethics 5. Design Issues and Ethical Concerns in Descriptive Research The Uses of Descriptive Research Observational Studies Field Surveys Types of Sampling Techniques Designing Interviews and Questionnaires Ethical Issues in Descriptive Research II. Descriptive Statistics 6. Summarizing Research Using Frequency Distributions and Percentiles More Statistical Notation Types of Measurement Scales Creating Simple Frequency Distributions Types of Simple Frequency Distributions Creating Relative Frequency Distributions Types of Relative Frequency Distributions Computing Percentile A Word About Grouped Frequency Distributions Summary of Formulas 7. Summarizing Research Using Measures of Central Tendency More Statistical Notation Understanding Central Tendency The Mode The Median The Mean Using the Mean in Research Summarizing Research Using Central Tendency Designing a Powerful Experiment APA Format for Statistical Notation Summary of Formulas 8. Summarizing Research Using Measures of...



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