



Research Methods for the Behavioral Sciences

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Condition: New. Publisher/Verlag: Cengage Learning EMEA | Appropriate for those who will be working in the social sciences, this book offers comprehensive coverage of both experimental and non-experimental methods. The author provides succinct explanations for a full range of methods, including descriptive, correlational, experimental, and quasi-experimental research designs. Practical tips and applications integrated throughout the text allow readers to make real-world connections and understand the material.qii | Part I: GETTING STARTED.1. Introduction to $Research. 2.\ Developing\ the\ Research\ Hypothesis. 3.\ Ethics\ in\ Research. Part\ II:\ MEASURING\ AND$ DESCRIBING.4. Measures.5. Reliability and Validity.6. Surveys and Sampling.7. Naturalistic Methods.Part III: TESTING RESEARCH HYPOTHESES.8. Hypothesis Testing and Inferential Statistics.9. Correlational Research Designs.10. Experimental Research: One-Way Designs.Part IV: DESIGNING AND INTERPRETING RESEARCH.11. Experimental Research: Factorial Designs.12. Experimental Control and Internal Validity.13. External Validity.14. Quasi-Experimental Research Designs. Appendix A: Reporting Research Results. Appendix B: Data Preparation and Univariate Statistics.Appendix C: Bivariate Statistics.Appendix D: Multivariate Statistics.Appendix E: Statistical Tables.Appendix F: Using Computers to Collect DataGlossary.References.Index. | Format: Paperback | Language/Sprache: english | 830 gr | 232x186x19 mm | 480 pp.



Reviews

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