

1. Record Nr.	UNINA9910150356203321
Autore	Leary Mark R.
Titolo	Introduction to behavioral research methods // Mark R. Leary
Pubbl/distr/stampa	Harlow, England : , : Pearson, , [2014] Â©2014
ISBN	1-292-03363-0
Edizione	[Sixth, Pearson new international edition.]
Descrizione fisica	1 online resource (399 pages) : illustrations
Disciplina	150.72
Soggetti	Psychology - Research - Methodology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Table of Contents -- Glossary -- 1. Research in the Behavioral Sciences -- 2. Behavioral Variability and Research -- 3. The Measurement of Behavior -- 4. Approaches to Psychological Measurement -- 5. Selecting Research Participants -- 6. Descriptive Research -- 7. Correlational Research -- 8. Advanced Correlational Strategies -- 9. Basic Issues in Experimental Research -- 10. Experimental Design -- 11. Analyzing Experimental Data -- 12. Analyzing Complex Experimental Designs -- 13. Quasi-Experimental Designs -- 14. Single-Case Research -- 15. Ethical Issues in Behavioral Research -- Appendix: Statistical Tables -- Appendix: Computational Formulas for ANOVA -- Appendix: Choosing the Proper Statistical Analysis -- References -- Index -- 9.
Sommario/riassunto	Rigorous, yet readable. The author presents the material with sufficient elaboration, explanation, and examples that not only interest the student, but make it understandable. Introduction to Behavioral Research Methods incorporates the four basic approaches to behavioral research (descriptive research, correlational research, experimental research, and quasi-experimental research), and shows students how to conceptualize questions, measure variables, design studies, and analyze data. Chapters on research ethics and scientific writing (including the most recent version of APA style) round out the book. Throughout each chapter, boxes on "Developing Your Research Skills" and "Behavioral Research Case Study" provide practical examples and

pique student interest. Teaching & Learning Experience Personalize Learning - MySearchLab delivers proven results in helping students succeed, provides engaging experiences that personalize learning, and comes from a trusted partner with educational expertise and a deep commitment to helping students and instructors achieve their goals. Improve Critical Thinking - New up-to-date Behavioral Research Case Studies help students apply research to practice. Engage Students - The text is designed to make research methods understandable, useful, and interesting for students. Explore Research - Real research, tidbits about the lives of famous researchers, and intriguing controversies that have arisen in behavioral science are included. A lab manual in MySearchLab helps engage students in the research process. Support Instructors - MyTest, PowerPoints, and an instructor's manual offer additional support for instructors.

---