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Autore	Steinberg Dominique Moyse
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Key Concepts Introduction; When to Use It; Overview of Method; Major Points to Remember; Exercise; Chapter 9. Experimental Design; Key Concepts; Introduction; When to Use It; Concepts Basic to This Design; Overview of Method; Major Points to Remember; Exercise; Chapter 10. Correlational Design; Key Concepts; Introduction; When to Use It; Correlation; Four Common Approaches; Overview of Method; Major Points to Remember; Exercise; Chapter 11. Plausible Alternative Explanations; Key Concepts; Introduction; How Do They Fit In?; How Big a Worry Are They?; Major Points to Remember; Exercise Chapter 12. Practice Evaluation Key Concepts; Introduction; When to Use It; Overview of Method; A Few Variations; Analysis; Choosing the System; Issues to Consider; Major Points to Remember; Exercise; Chapter 13. Program Evaluation; Key Concepts; Introduction; Applying Design Types to Program Evaluation; Overview of Method; Major Points to Remember; Exercise; Chapter 14. Working Toward Reliability and Validity; Key Concepts; Introduction; A Balancing Act: Purpose and Trade-Offs; Working Toward Reliability: The Rubber Ruler Pitfall; Working Toward Validity: Reaching the Heart of the Matter Major Points to Remember Exercise; Chapter 15. Sampling; Key Concepts; Introduction; Going to the Source; Probability Samples: Forms and Methods; Nonprobability Samples: Forms and Methods; Major Points to Remember; Exercise; Chapter 16. Data Collection; Key Concepts; Introduction; Observation; Interview; Questionnaire; Major Points to Remember; Exercise; Chapter 17. Data Analysis: An Overview; Key Concepts; Introduction; Qualitative Data Analysis; Quantitative Data Analysis; The Great Debate: Qualitative versus Quantitative; Major Points to Remember; Exercise Chapter 18. Qualitative Data Analysis: Making Sense of Words

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## Sommario/riassunto

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