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4.2.3 The Arithmetic Mean; 4.2.4 Choosing a Measure of Central Tendency; 4.3 Measures of Variation; 4.3.1 The Range and Interquartile Range; 4.3.2 The Standard Deviation; 4.3.3 The Variance; 4.4 Quantifying Skewness and Kurtosis; 4.5 Another Graphical Tool: The Box Plot; 4.6 Standardization; 4.7 Describing Association Between Quantitative Variables; 4.7.1 Pearson's Coefficient of Correlation; 4.7.2 Alternative Measures of Association; 4.7.3 Cautions When Interpreting Correlation; 4.8 Visualizing Correlation: The Scatterplot  
4.9 Descriptively Comparing Groups  
4.10 Data Screening and Missing Data; 4.11 Introducing Some Common Symbolic Notation; 4.12 Summary; 5 Fundamentals of Probability; 5.1 Defining Probability; 5.2 Laws of Probability; 5.2.1 The Additive Law of Probability; 5.2.2 The Multiplicative Law of Probability; 5.3 Probability Distributions; 5.3.1 The Binomial Probability Distribution; 5.3.2 The Normal Probability Distribution; 5.3.3 Chebychev's Theorem; 5.4 Random Variables and Expected Values; 5.5 Summary; 6 Assessing and Quantifying Reliability; 6.1 Classical Test Theory  
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7 Parameter Estimation

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Sommario/riassunto

Statistical Methods for Communication Science is the only statistical methods volume currently available that focuses exclusively on statistics in communication research. Writing in a straightforward, personal style, author Andrew F. Hayes offers this accessible and thorough introduction to statistical methods, starting with the fundamentals of measurement and moving on to discuss such key topics as sampling procedures, probability, reliability, hypothesis testing, simple correlation and regression, and analyses of variance and covariance. Hayes takes readers through each topic with cle

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