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Sommario/riassunto	This book explains the basic terminology used to discuss experiments and takes a brief look at the more than 150 year history has in psychology. It covers how to generalize from a few people to the whole population. The largest part of the book is dedicated to the most flexible, and arguably the most central, aspect of an experiment: What do the participants do? Each chapter follows the same structure and includes two examples, one from traditional psychophysics and one using computer animated facial expressions as stimuli.

