

1. Record Nr.	UNINA9910459812903321
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Titolo	The design and conduct of meaningful experiments involving human participants : 25 scientific principles / / R. Barker Bausell
Pubbl/distr/stampa	New York, New York : , : Oxford University Press, , 2015 ©2015
ISBN	0-19-938525-4 0-19-938524-6
Descrizione fisica	1 online resource (353 p.)
Disciplina	174.2/8
Soggetti	Human experimentation in medicine Human experimentation in psychology Experimental design Research - Methodology Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Cover; The Design and Conduct of Meaningful Experiments Involving Human Participants; Copyright; Contents; Acknowledgments; Introduction; Part I Introduction To The Experimental Process; 1. Conducting Meaningful Experiments: Prerequisites and Purposes; 2. Causal Inferences and the Strange (but Fictitious) Case of Mrs. Smith; 3. Introduction to the Design of Meaningful Experiments via the Continuing Adventures of Dr. Jones 4. Why Poorly Designed Experiments Are Inadequate for Making Complex Inferences: The Single-Group Pretest-Posttest Design (or the Unfortunate Conclusion of Dr. Jones's Foray into the World of Science) Part II Experimental Designs For Research Involving Humans; 5. Enter the Control Group and a Deus ex Machina; 6. The Design of Single-Factor, Between-Subjects Experiments; 7. Factorial Designs; 8. Repeated Measures, Within-Subjects, and Longitudinal Designs; Part III Maximizing And Implementing Experimental Design; 9. Ensuring Sufficient Statistical Power; 10. Conducting an Experiment Part IV Other EXPERIMENTAL Issues, Designs, And Paradigms11.

External Validity (Generalizability); 12. Three Additional Experimental Paradigms: Single-Case, Program Evaluation (Including Natural Experiments), and Quality Improvement Research; 13. Experimental Bias; 14. Epilogue and Review; Author Index; Subject Index

Sommario/riassunto

Designing and conducting experiments involving human participants requires a skillset different from that needed for statistically analyzing the resulting data. *The Design and Conduct of Meaningful Experiments Involving Human Participants* combines an introduction to scientific culture and ethical mores with specific experimental design and procedural content. Author R. Barker Bausell assumes no statistical background on the part of the reader, resulting in a highly accessible text. Clear instructions are provided on topics ranging from the selection of a societally important outcome variable to
