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Nota di contenuto	Cover; Contents; Introduction; Chapter 1 - What You Need (and Don't Need) to Be a Scientist; Chapter 2 - Laying the Foundation; Chapter 3 - Formulating a Meaningful Hypothesis; Chapter 4 - Evaluating the Meaningfulness of the Research Hypothesis; Chapter 5 - Designing an Experiment; Chapter 6 - Designing Experimental Studies to Achieve Statistical Significance; Chapter 7 - Conducting the Pilot Study(ies); Chapter 8 - Conducting the Actual Study; Chapter 9 - Analyzing and Reporting the Results; Index; About the Author
Sommario/riassunto	By emphasizing how to think strategically about a research project, the author of this innovative book shows readers the important steps of a scientific study - from the formulation of the study to the write-up of results. Illustrative examples from the social, health and behavioural sciences are used throughout to illustrate 40 principles of good research practice.