

1. Record Nr.	UNINA9910790902003321
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Titolo	Straightforward statistics : understanding the tools of research // Glenn Geher and Sara Hall
Pubbl/distr/stampa	Oxford : , : Oxford University Press, , [2014] ©2014
ISBN	0-19-939579-9
Descrizione fisica	1 online resource (481 pages)
Disciplina	150.15195
Soggetti	Psychometrics Psychology - Research Psychology - Mathematical models Statistics - Study and teaching (Higher)
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 index.
Nota di contenuto	Cover; Straightforward Statistics; Copyright; Contents; Preface; Acknowledgements; chapter 1 Prelude: Why Do I Need to Learn Statistics?; The Nature of Findings and Facts in the Behavioral Sciences; Statistical Significance and Effect Size; Descriptive and Inferential Statistics; A Conceptual Approach to Teaching and Learning Statistics; The Nature of this Book; How to Approach this Class and What You Should Get Out of It; Key Terms; chapter 2 Describing a Single Variable; Variables, Values, and Scores; Types of Variables; Describing Scores for a Single Variable; Indices of Central Tendency Indices of Variability (and the Sheer Beauty of Standard Deviation!) Rounding; Describing Frequencies of Values for a Single Variable; Representing Frequency Data Graphically; Describing Data for a Categorical Variable; A Real Research Example; Summary; Key Terms; chapter 3 Standardized Scores; When a Z-Score Equals 0, the Raw Score It Corresponds to Must Equal the Mean; Verbal Scores for the Madupistan Aptitude Measure; Quantitative Scores for the Madupistan Aptitude Measure; Every Raw Score for Any Variable Corresponds to a Particular Z-Score Computing Z-Scores for All Students for the Madupistan Verbal

Test Computing Raw Scores from Z-Scores; Comparing Your GPA of 3.10 from SolidState University with Pat's GPA of 1.95 from Advanced Technical University; Each Z-Score for Any Variable Corresponds to a Particular Raw Score; Converting Z-Scores to Raw Scores (The Dorm Resident Example); A Real Research Example; Summary; Key Terms; chapter 4 Correlation; Correlations Are Summaries; Representing a Correlation Graphically; Representing a Correlation Mathematically; Return to Madupistan; Correlation Does Not Imply Causation A Real Research Example Summary; Key Terms; chapter 5 Statistical Prediction and Regression; Standardized Regression; Predicting Scores on Y with Different Amounts of Information; Beta Weight; Unstandardized Regression Equation; The Regression Line; Quantitatively Estimating the Predictive Power of Your Regression Model; Interpreting  $r^2$ ; A Real Research Example; Conclusion; Key Terms; chapter 6 The Basic Elements of Hypothesis Testing; The Basic Elements of Inferential Statistics; The Normal Distribution; A Real Research Example; Summary; Key Terms; chapter 7 Introduction to Hypothesis Testing The Basic Rationale of Hypothesis Testing Understanding the Broader Population of Interest; Population versus Sample Parameters; The Five Basic Steps of Hypothesis Testing; A Real Research Example; Summary; Key Terms; chapter 8 Hypothesis Testing if  $N > 1$ ; The Distribution of Means; Steps in Hypothesis Testing if  $N > 1$ ; Confidence Intervals; Real Research Example; Summary; Key Terms; chapter 9 Statistical Power; What Is Statistical Power?; An Example of Statistical Power; Factors that Affect Statistical Power; A Real Research Example; Summary; Key Terms chapter 10 t-tests (One-Sample and Within-Groups)

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Sommario/riassunto

Straightforward Statistics: Understanding the Tools of Research is a clear and direct introduction to statistics for the social, behavioral, and life sciences. Based on the author's extensive experience teaching undergraduate statistics, this book provides a narrative presentation of the core principles that provide the foundation for modern-day statistics. With step-by-step guidance on the nuts and bolts of computing these statistics, the book includes detailed tutorials how to use state-of-the-art software, SPSS, to compute the basic statistics employed in modern academic and applied research

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