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Nota di contenuto	Cover; Contents; Preface; Chapter 1 - Introduction to Quantitative Research; Chapter 2 - Using Statistics in Quantitative Research; Chapter 3 - Independent Samples or Student's t Test; Chapter 4 - ONEWAY Analysis of Variance; Chapter 5 - Factorial ANOVA; Chapter 6 - Analysis of Covariance; Chapter 7 - Multivariate ANOVA; Chapter 8 - Chi-Square Statistic; Chapter 9 - Simple Bivariate Correlation; Chapter 10 - Multiple Regression; Chapter 11 - Factor Analysis; Chapter 12 - Advanced Modeling Techniques; Chapter 13 - Meta-Analysis; Appendix A: Critical Values for the t Statistic Appendix B: Critical Values for the Chi-Square Statistic Appendix C: Critical Values for the F Statistic; Appendix D: Critical Values for the r Statistic; Index; About the Authors
Sommario/riassunto	This textbook is designed to be economical and is focused on core topics in quantitative communication research ranging from basic statistical procedures (such as frequency distributions) to more advanced procedures (such as multiple regression).