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Autore	Bausell R. Barker <1942->
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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