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Altri autori (Persone)	BrownKristina Groce
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Sommario/riassunto	"This text absolutely puts the student at the center. The processes and meaningful applications of statistical methods are presented in an approachable format. I've been teaching statistics to students from many fields for well over a decade and I'm excited to revamp my course using this text as the backbone." Dr. Jennifer Daniels, Associate Professor of Psychology, Lyon College, USA This book aims to help

psychology students build their skills to conduct research and analyses using Microsoft Excel's Data Analysis Toolpak. Concise yet comprehensive, this accessible textbook walks students through basic research methodology, central tendency, variability, standardized scores, t-tests (independent and related samples), One-way Analysis of Variance (between-groups and repeated measures), the Pearson correlation, and Chi Square analyses. Each chapter includes examples of research questions to be addressed, the rationale for the analysis, a step-by-step analysis of the dataset in equation format and using Microsoft Excel, and how to present results in APA (7th Edition) style. The extensive didactic material encompasses end-of-chapter questions, learning outcomes, sidebar boxes with common mistakes to avoid, and biographical sketches of those who developed research methods and statistical techniques. Students and instructors will also benefit from a companion website where PowerPoint slides and additional exercises, datasets, and resources are available. Ideal for undergraduate psychology courses, this textbook can also be of use for those interested in learning more about statistical research and its practical application at university and beyond. Test your knowledge with questions and answers about the book with Springer Nature Flashcards. Adam Tyler Hutcheson is Assistant Professor of Psychology at Georgia Gwinnett College, USA, where he has taught Behavioral Statistics and Research Methods since 2012. His research focuses on memory, attention, and perception with an emphasis in training students preparing for graduate school. Kristina Groce Brown is an Associate Professor of Psychology at Georgia Gwinnett College, USA. Drawing on her background as a School Psychologist, her research interests focus on college students' mental health and wellbeing. She teaches multiple sections of Behavioral Statistics each year at Georgia Gwinnett College. .
