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Nota di contenuto	Front Cover; Contents; Preface; I. Introduction; 1. What Is an Experiment?; 2. Designing an Experiment; II. Response Measures; 3. The Task; 4. Free Description; 5. Rating Scales; 6. Forced-Choice; 7. Specialized Multiple Choice; 8. Real-World Tasks; 9. Physiology; III. Stimuli; 10. Choosing Stimuli; 11. Presenting Stimuli: The Psychtoolbox; IV. Data Analysis; 12. Statistical Issues; 13. Free Description, Questionnaires, and Rating Scales; 14. Forced and Multiple Choice; Bibliography

Sommario/riassunto

This book explains the basic terminology used to discuss experiments and takes a brief look at the more than 150 year history has in psychology. It covers how to generalize from a few people to the whole population. The largest part of the book is dedicated to the most flexible, and arguably the most central, aspect of an experiment: What do the participants do? Each chapter follows the same structure and includes two examples, one from traditional psychophysics and on using computer animated facial expressions as stimuli.
