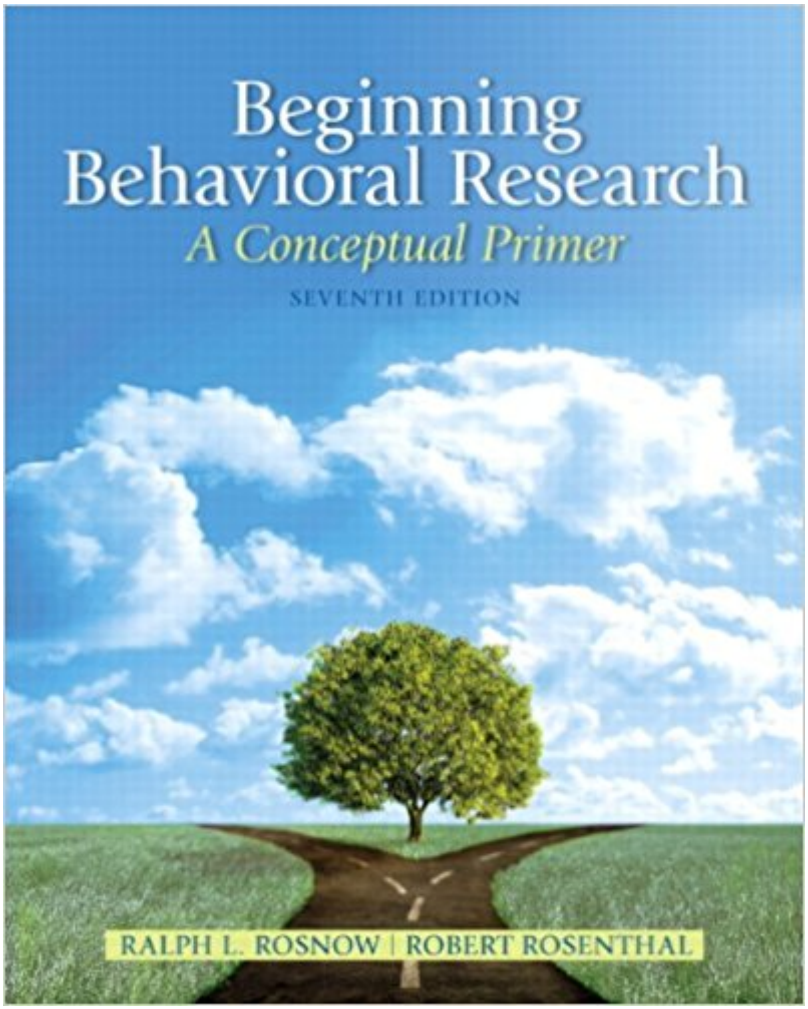
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Beginning Behavioral Research: A Conceptual Primer (7th Edition)



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Synopsis

ALERT:Ã Â Before you purchase, check with your instructor or review your course syllabus to ensure that youÃ Â select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition,Ã Â you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Ã Â Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Ã Â Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Ã Â Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. Ã Â -- Continuing the Chain of Discovery and Understanding Ã Â Beginning Behavioral Research introduces students to the broad base and conceptual underpinnings of basic principles of ethical research with human participants from (a) the development of ideas and testable hypotheses, to (b) the selection of appropriate methods of measurement and data collection, to (c) the design and implementation of empirical research, to (d) the statistical analysis and interpretation of results, and finally, to (e) the reporting of findings and conclusions. The authors emphasize good research, empirical reasoning, and the continuity of psychological science in the continuing cycle of discovery and understanding. Ã Â The beginning in the title of this text is intended to have a double meaning. It not only describes the level of the material but also conveys the idea of a journey. For some students, the journey will be completed at the end of the course in which this text is used. For others, the journey will have just begun. In either case, students will have a deeper understanding of the applicability and limits of the scientific method.Ã Â They will also have learned how to frame questions about the scientific results they read or hear about in the media in ways that will allow them to reach beyond other peopleÃ¢â ¬â„¢s conclusions or assertions and decide for themselves what is true. Ã Â Additional Learning Goals Upon completing this book, students who are expected to conduct a research study should be able to: Craft a research idea that can be empirically tested Choose methods of data collection and measurement Develop a research proposal Design and implement the research study Approach the research data Test and evaluate hypotheses and explore the results Report the research project in the APA style

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Ralph L. Rosnow is now Thaddeus Bolton Professor Emeritus at Temple University in Philadelphia, PA, where he taught courses in research methods and statistics for many years and directed the Ph.D. program in social and organizational psychology. He also taught research methods at Boston University in a masterÃ¢â ¬â„¢s degree program in communication research and at Harvard University as a visiting professor in the psychology department. http://astro.temple.edu/~rosnow Ã Â Robert Rosenthal is a Distinguished Professor at the University of California at Riverside and Edgar Pierce Professor of Psychology, Emeritus, Harvard University. In the realm of statistical data analysis, his special interests are in experimental design and analysis, contrast analysis, and meta-analysis. He served as co-chair of the Task Force on Statistical Inference of the American Psychological Association. http://psych.ucr.edu/faculty/rosenthal Ã Â

My daughter loved the product. Seller is awesome. Delivery and product expectations were above and beyond. Will recommend and buy from them again.

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It’s a college book that you will have to use. I prefer paper in hand instead of words online when it

comes to reading the required reading for the class.

Information is presented is easy to understand

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hank the book was perfect and helped me tremondously

An Expert Look at Love, Intimacy and Personal GrowthRalph Rosnow was my professor when I was a PhD student in the 1970's at Temple U. Most of what I learned in psychology then, now seems naive and useless. The exception is what I learned about what really is science and how research can be "scientific" and still be very wrong. I learned from Dr. Rosnow how to tell the difference between bad research and good research. Drs. Rosnow and Rosenthal saw past the smoke and mirrors, artifacts and biases, and proposed a better methodology and understanding. Recently, I had a question about my research design and analysis. I pulled "Beginning Behavior Research" off my shelf and found it valuable. it is a great book for the beginning and seasoned researcher.

This book uses easy to read language while building the use of the professional language. It provides relevant examples and visuals to aid in understanding key concepts. At the end of each section is a chapter review and a quiz for application. I found this book very helpful for gaining basic knowledge about the research process.

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