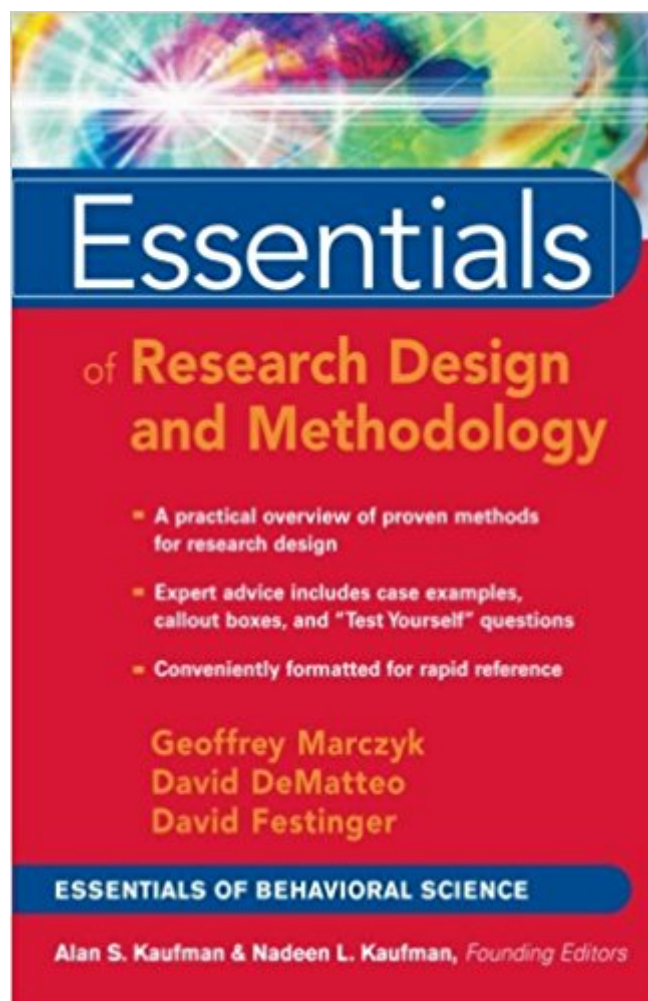


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# Essentials Of Research Design And Methodology



## Synopsis

Master the essential skills for designing and conducting a successful research project. *Essentials of Research Design and Methodology* contains practical information on how to design and conduct scientific research in the behavioral and social sciences. This accessible guide covers basic to advanced concepts in a clear, concrete, and readable style. The text offers students and practitioners in the behavioral sciences and related disciplines important insights into identifying research topics, variables, and methodological approaches. Data collection and assessment strategies, interpretation methods, and important ethical considerations also receive significant coverage in this user-friendly guide. *Essentials of Research Design and Methodology* is the only available resource to condense the wide-ranging topics of the field into a concise, accessible format for handy and quick reference. As part of the *Essentials of Behavioral Science* series, this book offers a thorough review of the most relevant topics in research design and methodology. Each concise chapter features numerous callout boxes highlighting key concepts, bulleted points, and extensive illustrative material, as well as "Test Yourself" questions that help you gauge and reinforce your grasp of the information covered.

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Geoffrey Marczyk, JD, PhD, is Assistant Professor at Widener University's Institute for Graduate Clinical Psychology in Chester, Pennsylvania. David DeMatteo, JD, PhD, is a behavioral scientist at the Treatment Research Institute at the University of Pennsylvania in Philadelphia, Pennsylvania. David Festinger, PhD, is a behavioral scientist at the Treatment Research Institute at the University of Pennsylvania in Philadelphia, Pennsylvania.

I had to buy this book for a research methods grad school class, and I loved it! It was so much easier to follow than the textbook I had for my research methods undergrad class. There were lots of examples weaved into the text that really helped me understand how to apply what I was learning. If you have a hard to follow textbook, this would probably make a great supplement. It would also be good to have on hand as a refresher.

Too often a problem seems difficult because it has not been properly dissected and analyzed. This book teaches the best ways to frame an issue, design the methods for finding the answers, and how to expect the results to have maximum validity. A must read for all problem solvers!!

Excellent resource. Highly recommend.

Excellent

A life-saver book! Highly recommended for those struggling to write the methodology section of your

thesis. Very clear and split into numerous well defined chapters and sections.

In the introduction, the authors state "our goal is to provide readers with books that will deliver key practical information in an efficient, accessible style." The authors have clearly met their goal - the book is clearly written and the examples are engaging and interesting. As the authors are professors, I was very surprised by this. I used this book to update my knowledge of basic research, and it was perfect. I think it would also be an ideal introduction to research design for beginners.

As the author wrote in the preface, the book brings you the principles of science design and methodology. It's a very useful book. I love it.

Excellent book. Easy to read. Easy to understand. Easy to find information. It made my first experience of doing research and then writing a paper easy to accomplish. I was glad the professor had picked this book.

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