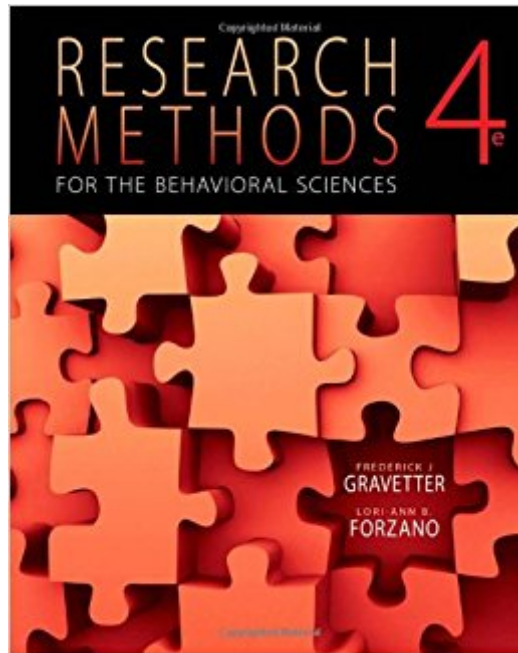


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Research Methods For The Behavioral Sciences, 4th Edition



Synopsis

Bestselling statistics author, Fredrick J. Gravetter, and co-author Lori-Ann B. Forzano have written a text for research methods that helps students see how interesting and exciting experimental and non-experimental research can be. Inviting and conversational, RESEARCH METHODS FOR THE BEHAVIORAL SCIENCES, Fourth Edition, leads students through the research process from start to finish. The text opens with tips and strategies for generating research ideas, moves to selecting measures and participants, and then offers an examination of research strategy and design. This step-by-step approach emphasizes the decisions researchers must make at each stage of the process. The authors avoid a "cookbook" approach to the facts by linking terminology with applied concepts; their "lecture in a book" style makes the text accessible to students by emphasizing discussion and explanation of topics. Each chapter ends with a set of student exercises and activities. Examples and content throughout the book reflect the most current APA guidelines.

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". . . this is one of the best undergraduate textbooks that I have seen. The style is informal, the discussions are fairly clear, and the level of detail is necessary in order to fully grasp the content." "The book reads more like a lecture than a textbook, which is a plus. Often, undergraduate methods books are dry and use language and descriptions that tend to irk undergraduate readers. Students could benefit greatly from a methods textbook that uses this approach." "I certainly believe that this book is easier to read than other texts that I have used in the past. The text reads smoothly, is accurate, and is understandable. The authors use examples that are relevant to each topic and

certainly make the material more understandable." "The inclusion of definitions at the end of each section reinforces the information discussed in the narrative portions of the text. The chapter summaries, key words, and exercises give students the opportunity to clarify their understanding of the material covered in each chapter. The Infotrac Exercises are both unique and powerful in reinforcing the information in the text as well as providing students with an additional learning experience to develop additional skills such as literature reviews." --This text refers to an out of print or unavailable edition of this title.

Frederick J Gravetter is Professor Emeritus of Psychology at The College at Brockport, State University of New York College. While teaching at Brockport, he specialized in statistics, research design, and cognitive psychology. Dr. Gravetter received his Bachelor's degree in mathematics from M.I.T. and his Ph.D. in psychology from Duke University. In addition to publishing several research articles, Dr. Gravetter is co-author of the best-selling STATISTICS FOR THE BEHAVIORAL SCIENCES, 9th Edition, ESSENTIALS OF STATISTICS FOR THE BEHAVIORAL SCIENCES, 8th Edition, and (with Lori-Ann B. Forzano) RESEARCH METHODS FOR THE BEHAVIORAL SCIENCES, 5th Edition. Lori-Ann B. Forzano is an Associate Professor of Psychology at The College at Brockport, State University of New York, where she regularly teaches undergraduate and graduate courses in research methods. She earned a Ph.D. in experimental psychology from the State University of New York at Stony Brook, where she also received her B.S. in psychology. Dr. Forzano's research interests are in the area of conditioning and learning. Specifically, she studies impulsivity in adults and children. Her research has been published in the Journal of the Experimental Analysis of Behavior, Learning and Motivation, and The Psychological Record.

This is an excellent textbook!!! I used this book for my initial review of research methods and statistics in preparation for my doctoral comprehensive exam. (I passed on my first attempt!) Gravetter & Forzano present the information in a logical format and introduce statistical concepts in connection with steps in the research process "as other authors should. I have read texts on research methods and on statistics for undergraduate and graduate level courses in the disciplines of political science, health science, communications, and social work " Research Methods for the Behavioral Sciences is the best work for a student's introductory text or as a first rate text for graduate student review. I highly recommend this book!

I've taught this book for 7 years. It is an excellent, no nonsense, comprehensive summary of basic

quantitative research methods and design. Written for undergrads, it contains the fundamentals of research design that most grad students still have not mastered. Highly recommended.

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