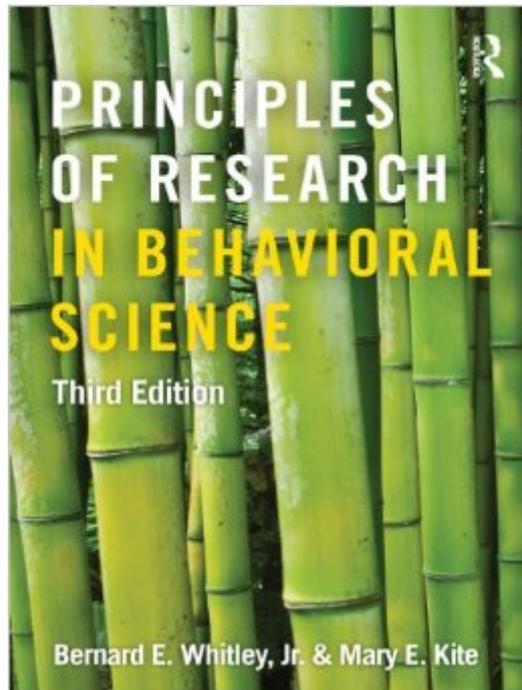


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# Principles Of Research In Behavioral Science: Third Edition



## Synopsis

Intended for beginning graduate or advanced undergraduate students, this book provides a comprehensive review of research methods used in psychology and related disciplines. It covers topics that are often omitted in other texts including correlational and qualitative research and integrative literature reviews. Basic principles are reviewed for those who need a refresher. The focus is on conceptual issues – statistics are kept to a minimum. Featuring examples from all fields of psychology, the book addresses laboratory and field research. Chapters are written to be used independently, so instructors can pick and choose those that fit their course needs. Reorganized to parallel the steps of the research process, tips on writing reports are also provided. Each chapter features an outline, key terms, a summary, and questions and exercises that integrate chapter topics and put theory into practice. A glossary and an annotated list of readings are now included. Extensively updated throughout, the new edition features a new co-author, Mary Kite, and:

- New chapters on qualitative research and content analysis and another on integrative literature reviews including meta-analysis, critical techniques for today's research environment.
- A new chapter on exploratory and confirmatory factor analysis that addresses the use of path analysis and structural equation modeling.
- A new chapter on how to write a research report using APA style.
- Examples from cross-cultural and multi-cultural research, neuroscience, cognitive, and developmental psychology along with ones from social, industrial, and clinical psychology.
- More on Internet research and studies.
- Greatly expanded Part 3 on research designs with chapters on true experiments, field research, correlational and single-case designs, content analysis, and survey and qualitative research.
- A website with PowerPoint slides for each chapter, a test bank with short answer and multiple choice questions, additional teaching resources, and the tables and figures from the book for Instructor's and chapter outlines, suggested readings, and links to related web sites for students.

Intended as a text for beginning graduate and/or advanced undergraduate courses in research methods or experimental methods or design taught in psychology, human development, family studies, education, or other social and behavioral sciences, a prerequisite of undergraduate statistics and a beginning research methods course is assumed.

## Book Information

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## Customer Reviews

This book is completely dry and difficult to get through due to the wordy nature of the text. It does contain important information about aspects of research design and methods, however the content is difficult to extract based on the writing style of the author. One advantage is that the book is well organized. May need a good supplemental text to bring clarity of concepts discussed in this book. I do not recommend. Principles of Research in Behavioral Science: Third Edition

I received the "Special Indian Edition" when I did not intend to receive a non-American one. I hope there isn't much of a difference between the two....

A little dry at times, but overall very informative. As a first year graduate student I find a lot of the material quite interesting! Good examples too, help explain and illustrate topics and break up the text! Not too simple, but not overly complicated either!

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