



Behavioral Research and Analysis: An Introduction to Statistics Within the Context of Experimental Design (Hardback)

By Max Vercruyssen, Hal W. Hendrick

Taylor Francis Inc, United States, 2011. Hardback. Book Condition: New. 4th Revised edition. 256 x 180 mm. Language: English . Brand New Book. Now in its fourth edition, Behavioral Research and Analysis: An Introduction to Statistics within the Context of Experimental Design presents an overview of statistical methods within the context of experimental design. It covers fundamental topics such as data collection, data analysis, interpretation of results, and communication of findings. New in the Fourth Edition: * Extensive improvements based on suggestions from those using this book in the classroom * Statistical procedures that have been developed and validated since the previous edition * Each chapter in the body now contains relevant key words, chapter summaries, key word definitions, and end of chapter exercises (with answers) * Revisions to include recent changes in the APA Style Manual When looking for a book for their own use, the authors found none that were totally suitable. They found books that either reviewed the basics of behavioral research and experimental design but provided only cursory coverage of statistical methods or they provided coverage of statistical methods with very little coverage of the research context within which these methods are used. No single resource...



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