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social sciences. His goal was to show students of behavioral science how to conduct research in ways that allow for clear and statistically meaningful answers, his colleagues said.

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After more than a dozen years exploring the human memory, Keppel turned his attention to experimental design in psychology and the social sciences. His goal was to show students of behavioral science how to conduct research in ways that allow for clear and statistically meaningful answers.

Introduces undergraduates to the design and statistical analysis of common experiments. Concepts are explained with step-by-step descriptions, worked examples, and an extensive series of exercises. Written for students who meet the standard quantitative prerequisites for entry into most colleges and universities.

Data Analysis for Research Designs covers the analytical techniques for the analysis of variance (ANOVA) and multiple regression/correlation (MRC), emphasizing single-degree-of-freedom comparisons so that students focus on clear research planning. This text is designed for advanced undergraduates and graduate students of the behavioral and social sciences who have an understanding of algebra and statistics.

For advanced undergraduate/graduate-level courses in Experimental Design and Statistical Analysis in Psychology departments. The fourth edition of Design and Analysis continues to offer a readily accessible introduction to the designed experiment in research and the statistical analysis of the data from such experiments. Unique because it emphasizes the use of analytical procedures, this text is appropriate for the advanced undergraduate or beginning graduate student, as it requires knowledge of only the most fundamental mathematical skills and little or no formal statistical background. This book is also useful as a source and guide to application for researchers who require assistance in both planning a study and analyzing its results.

This book provides basic information to conduct experiments and analyze data in the behavioral, social, and biological sciences. It includes information about designs with repeated measures, analysis of covariance, structural models, and other material.

The fifth edition of Design and Analysis continues to offer a readily accessible introduction to the designed experiment in research and the statistical analysis of the data from such experiments. Unique because it emphasizes the use of analytical procedures, this book is appropriate for all as it requires knowledge of only the most

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fundamental mathematical skills and little or no formal statistical background. Topics include: single- and two-factor designs with independent groups of subjects; corresponding designs with multiple observations; analysis of designs with unequal sample sizes; analysis of covariance; designs with three factors, including all combinations of between-subjects and within-subject factors; random factors and statistical generalization; and nested factors. This book lives up to its name as a handbook, because of its usefulness as a source and guide to researchers who require assistance in both planning a study and analyzing its results.

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.

This book introduces multiple-latent variable models by utilizing path diagrams to explain the underlying relationships in the models. This approach helps less mathematically inclined students grasp the underlying relationships between path analysis, factor analysis, and structural equation modeling more easily. A few sections of the book make use of elementary matrix algebra. An appendix on the topic is provided for those who need a review. The author maintains an informal style so as to increase the book's accessibility. Notes at the end of each chapter provide some of the more technical details. The book is not tied to a particular computer program, but special attention is paid to LISREL, EQS, AMOS, and Mx. New in the fourth edition of *Latent Variable Models*: \*a data CD that features the correlation and covariance matrices used in the exercises; \*new sections on missing data, non-normality, mediation, factorial invariance, and automating

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the construction of path diagrams; and \*reorganization of chapters 3-7 to enhance the flow of the book and its flexibility for teaching. Intended for advanced students and researchers in the areas of social, educational, clinical, industrial, consumer, personality, and developmental psychology, sociology, political science, and marketing, some prior familiarity with correlation and regression is helpful.

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