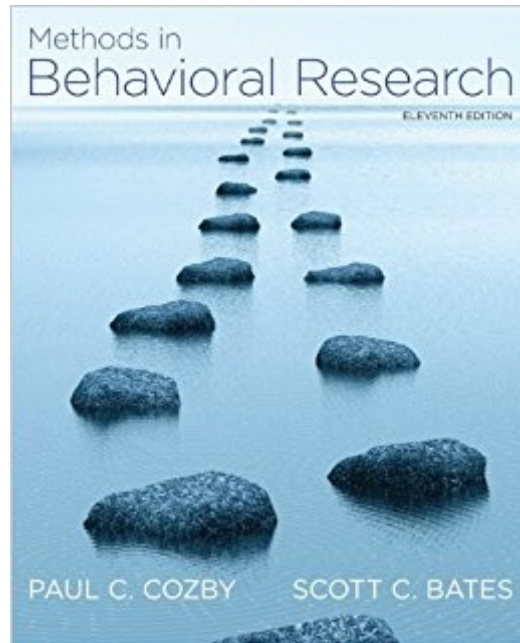




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Methods In Behavioral Research



Synopsis

Methods in Behavioral Research has achieved its market-leading position with its concise and strategic approach to methodological decision making. Combining helpful pedagogy and rich examples, Cozby's eleventh edition again incorporates learning objectives, illustrative graphics, and activities to increase student involvement. Highlights of the new edition include a broader introduction of different research techniques in Chapter 4, extensive revision of the "validity of measurements" section, and updated structural equations models.

Book Information

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Customer Reviews

Scott C. Bates is a Professor of Psychology, Associate Dean of the School of Graduate Studies, and Associate Vice President for Research at Utah State University. He earned a B.S. in Psychology from Whitman College, an M.S. in Psychology from Western Washington University, and a Ph.D. in social psychology from Colorado State University. His research interests and experiences are varied. He has conducted research in areas as wide-ranging as adolescent problem behavior and problem-behavior prevention, teaching and learning in higher education, and the psychology consequences of growing and tending plants in outer space. Paul C. Cozby is Professor of Psychology at California State University, Fullerton, and Northcentral University. Dr. Cozby was an undergraduate at the University of California, Riverside, and received his Ph.D. in psychology from the University of Minnesota. He is a fellow of the American Psychological Association, member of the Association for Psychological Science, and has served as officer of the

Society for Computers in Psychology. He is Executive Officer of the Western Psychological Association. He is the author of Using Computers in the Behavioral Sciences and co-editor with Daniel Perlman of Social Psychology.

Not bad, but not good. Would give it four stars, but four star is termed as "I like it". Had trouble understanding some concepts because they were not explained clear enough. Googled the same concepts and found clearer and more in-depth explanations (or just written in more extensive layman terms). Everything else was good. Should also visit link on back cover of the text for online multiple choice AND written quizzes and vocab flashcards that really help in cases of tests. The online quizzes cover main points of chapters and if anything left unsure after doing quizzes, should double-check in text (which I said "i'll be okay" and lost an A). And for those that really want to save cash, international edition is around same price as renting.

This text is beyond dry. Parts were very hard to understand and follow because of lack of clarity or relevance. I found myself constantly asking my professor (along with other students) to relay the information found in this book over and over again. Not only were many parts unclear, and confusing- I'd say the authors must've hated writing the information as much as I hated reading it. The subject matter is INCREDIBLY dry with little room for autonomous thought and personal relevance. This was expected because of the legal implications of research and such but perhaps there would be a better way of presenting this information.

I purchased this textbook for a recent college psychology class and assumed I would "flip" through it like most of my textbooks, pick out the important stuff, and then sell it at the end of the semester. I was surprised from the start, the book from beginning to end (or at least where we ended in class) is an easy read that is simple to follow. The chapters are not too long, offer graphs and definitions for important terms. There is no extra information crammed between the important information, so you do not have to spend hours reading through excessive examples and additional material. I will more than likely keep this book for my own collection, as it has a lot of interesting material in it. You will find everything from research methods (the very basics) to applying them to real life situations. I definitely recommend this for both professors looking for a new, updated textbook or for someone who is just simply interested in learning more about how studies and research in the psychology field is conducted.

This is "looseleaf ready" but, I could not find a two ring binder that had rings large enough (at least 3") or that were spaced far enough apart. The holes in this book are spaced 4 1/2" apart. Anything that could hold it was a three ring binder and that caused the pages to start tearing within the first couple of days due to the weight and poor support. So, it would be nice if the type of binder needed was made clear or if sold a proper binder for this book. I ended up just using locking rings and hole reinforcements. The fact that this book has no binding might make a weight difference to some people, so suggestions for an alternative cover would save a lot of time of searching for something that is not readily available, if at all. The book itself has been very helpful in my research class...don't try to write a psych research paper or take the class without this handy guide.

The textbook is very easy to follow and provides excellent examples. The tips for writing term papers are fantastic and give you precise instructions. The most used section of this book for me, is the section about citing sources in APA style. I feel that this textbook is a great resource for undergraduate, Psychology students.

Used for class

This book gets the job done. It has a good overview of the elements of sound experimental research. It also explains the most frequently used tools of statistical analysis. It won't be the last book you read on statistics but it is good for a first

good

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