



Introduction to Behavioral Research Methods: Pearson New International Edition (Paperback)

By Mark R. Leary

Pearson Education Limited, United Kingdom, 2013. Paperback. Condition: New. 6th edition. Language: English . Brand New Book. Rigorous, yet readable. The author presents the material with sufficient elaboration, explanation, and examples that not only interest the student, but make it understandable. Introduction to Behavioral Research Methods incorporates the four basic approaches to behavioral research (descriptive research, correlational research, experimental research, and quasi-experimental research), and shows students how to conceptualize questions, measure variables, design studies, and analyze data. Chapters on research ethics and scientific writing (including the most recent version of APA style) round out the book. Throughout each chapter, boxes on Developing Your Research Skills and Behavioral Research Case Study provide practical examples and pique student interest. Teaching Learning Experience Personalize Learning - MySearchLab delivers proven results in helping students succeed, provides engaging experiences that personalize learning, and comes from a trusted partner with educational expertise and a deep commitment to helping students and instructors achieve their goals. Improve Critical Thinking - New up-to-date Behavioral Research Case Studies help students apply research to practice. Engage Students - The text is designed to make research methods understandable, useful, and interesting for students. Explore Research - Real research, tidbits about the lives...



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