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Introduction to Research Methods in Psychology

By Hugh Coolican

HODDER EDUCATION, United Kingdom, 2006. Paperback. Book

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*****.Introduction to Research Methods in Psychology, 3rd edition, is the ideal text for those students who need more than just a single chapter (as found in most texts) but less detail than a higher-level advanced research methods text. It provides all the skills required to approach research methods in a logical way, showing students how to design and report experiments, collect and analyze data. The book also provides excellent coverage of questionnaire design, observation techniques, experimental designs, sampling, variables, ethics and qualitative research. This text is also ideal for undergraduates with no previous experience of research methods and statistics, and those who approach it with trepidation! Coolican draws on common sense, logic and everyday experience to show students that they already have the skills and techniques to understand and carry out research successfully. Introduction to Research Methods in Psychology is the essential text for all courses that require the hands-on skills of simple research, experiments, data collection, and analysis.



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