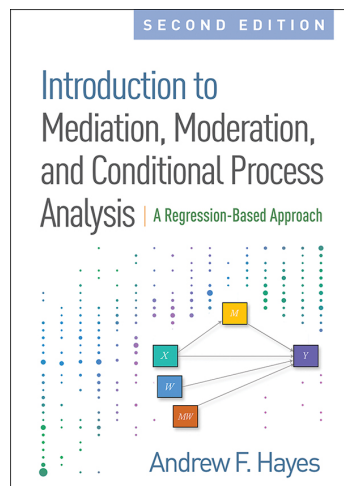


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## Introduction to Mediation, Moderation, and Conditional Process Analysis SECOND EDITION

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"This second edition is a welcome addition to advanced regression books that can be used in doctoral courses in the social sciences or by social science researchers. Hayes maintains his usual level of clarity while adding coverage of such important topics as multicategorical variables for mediation, moderation, and conditional process models. Enhanced presentation of tabular materials, coupled with new plots, add to the reader's understanding of analyses. Incorporation of R syntax at points in the book is great, as many researchers turn to R for its open access and improved graphics capabilities. I loved the first edition for my first-year doctoral course, and will use the second edition in its place."

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"Since I began using the first edition of this text in my graduate statistics classes in 2014, the number of theses and dissertations that include mediation and/or moderation analysis in our department has increased dramatically. Valuable new material in the second edition includes 13 new models, including models with categorical variables and models with both parallel and serial mediation, as well as the recently developed index of moderated mediation. My copy of the first edition is filled with my annotations on the examples of PROCESS output—in the second edition, Hayes has provided useful annotations of his own. I highly recommend this book for statistics classes that include OLS mediation and moderation. It is also a terrific resource for researchers wishing to keep up with advances in moderation and mediation analysis."

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"Using lucid prose and abundant, worked-through examples, Hayes walks readers through the promise and potential pitfalls of two of the most essential—yet convoluted—tasks in social science research. Novices will find this book to be a thorough, accessible description of ordinary least squares regression and a smart tutorial on mediation and moderation, but it is also much more. Any seasoned researcher who has slogged through the arcane computation and agonizing decision making related to the estimation and interpretation of direct and indirect effects, or the visualization and presentation of interactions, will find this volume (with the accompanying PROCESS macro) to be a veritable Swiss Army knife, and will return to it time and time again."

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"This text is a wonderful combination of traditional mediation and moderation using regression and extensions into more complex variations. Coverage is clear and thorough—perfect for intermediate to advanced regression learners. Updates in the second edition include a new chapter with answers to many very important and common questions, which will be extremely helpful to learners. I can't wait to use this second edition with my students."

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