



# Understanding Research Methods and Statistics: An Integrated Introduction for Psychology

By Heiman, Gary

Houghton Mifflin, 2000. Book Condition: New. Brand New,

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Summary: Contents Note: Each chapter concludes with Putting It All Together, Chapter Summary, Key Terms, Review Questions, and Practice Problems. I. Introduction to Psychological Research

1. Introduction to the Scientific Method Introduction (Or Why Am I Here?) The Scientific Method The Goals of Psychological Research Scientific Hypotheses The Flaws in Scientific Research

2. The Logic of Designing and Interpreting Research Beginning the Design: Asking the Question Testing a Hypothesis by Discovering a Relationship The Role of Statistical Procedures Summary of the Flow of a Study Experimental Research Methods Descriptive Research Methods 3. Understanding Reliability and Validity Designing an Example Study Critically Evaluating the Study Understanding Reliability Understanding Validity Minimizing Threats to Validity and Reliability Issues of Validity and Reliability in Descriptive Studies Issues of Validity and Reliability in Experiments 4. Design Issues and Ethical Concerns in Experiments Two Example Studies Designing the Independent Variable Designing the Dependent Variable Controlling Extraneous Variables Demand Characteristics Research Involving Animals Research Ethics 5. Design Issues and Ethical Concerns in Descriptive Research The Uses of Descriptive Research Observational Studies Field Surveys Types of Sampling Techniques Designing Interviews and Questionnaires...

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## Reviews

*This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).*

-- Prof. Kirk Cruickshank DDS

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