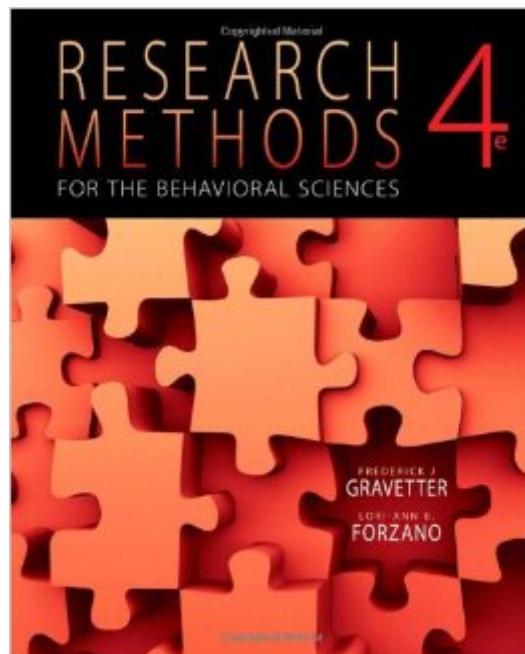


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Research Methods For The Behavioral Sciences, 4th Edition



Synopsis

Bestselling statistics author, Fredrick J. Gravetter, and co-author Lori-Ann B. Forzano have written a text for research methods that helps students see how interesting and exciting experimental and non-experimental research can be. Inviting and conversational, **RESEARCH METHODS FOR THE BEHAVIORAL SCIENCES**, Fourth Edition, leads students through the research process from start to finish. The text opens with tips and strategies for generating research ideas, moves to selecting measures and participants, and then offers an examination of research strategy and design. This step-by-step approach emphasizes the decisions researchers must make at each stage of the process. The authors avoid a "cookbook" approach to the facts by linking terminology with applied concepts; their "lecture in a book" style makes the text accessible to students by emphasizing discussion and explanation of topics. Each chapter ends with a set of student exercises and activities. Examples and content throughout the book reflect the most current APA guidelines.

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Customer Reviews

I've taught this book for 7 years. It is an excellent, no nonsense, comprehensive summary of basic quantitative research methods and design. Written for undergrads, it contains the fundamentals of research design that most grad students still have not mastered. Highly recommended.

This is an excellent textbook!!! I used this book for my initial review of research methods and statistics in preparation for my doctoral comprehensive exam. (I passed on my first attempt!)

Gravetter & Forzano present the information in a logical format and introduce statistical concepts in

connection with steps in the research process â€“ as other authors should. I have read texts on research methods and on statistics for undergraduate and graduate level courses in the disciplines of political science, health science, communications, and social work â€“ *Research Methods for the Behavioral Sciences* is the best work for a student's introductory text or as a first rate text for graduate student review. I highly recommend this book!

Bought for use as a textbook. Terms were defined very clearly and were in the margins. Each chapter was just as long as it needed to be, no fluff but nothing was left out either. Ended up getting an A in the class thanks to the thoroughness of this book.

It is a great step by step assistant to writing a research paper and doing a study, has helped a lot in my research and methods class and the price was way better than the bookstore!

I bought this book for my Research Methods class and I find it very educational and easy to read (in terms of the average textbook that is).

It's so easy to read this book. It doesn't feel like homework while you read. Everything is so neatly organized and thoroughly discussed.

Was a required book for class, so couldn't say anything bad about it. Passed the class, so I guess that's a plus.

Yes! The book is very helpful. However, the chapters are very, very long. Thank you

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