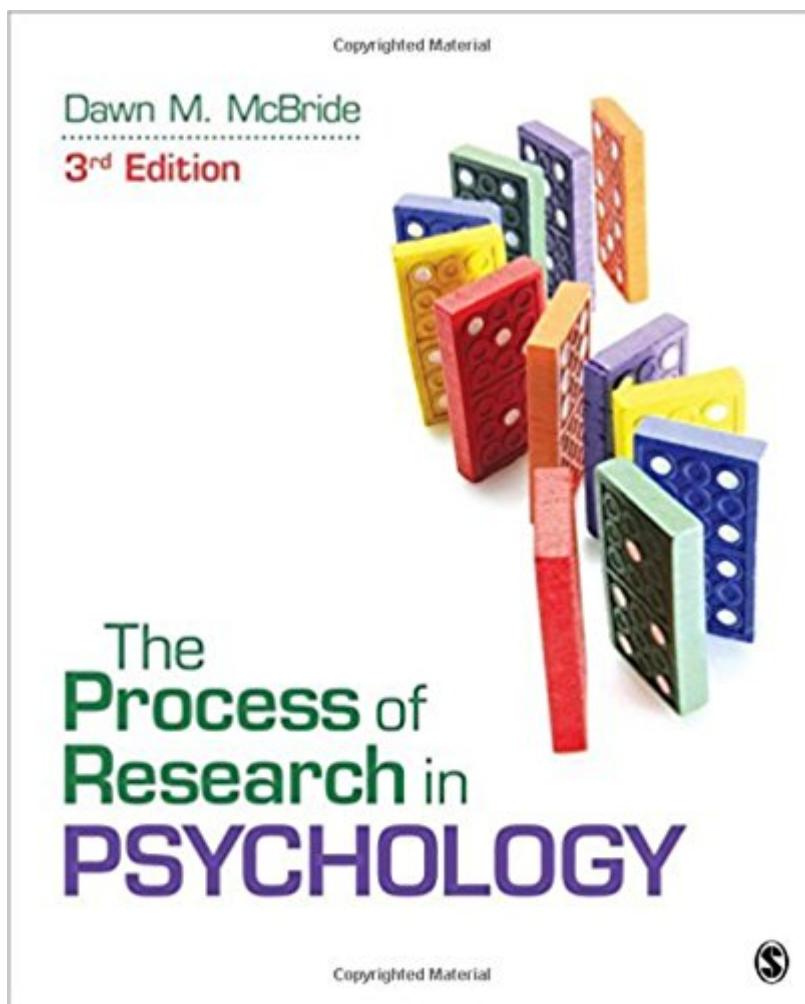


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The Process Of Research In Psychology



Synopsis

Using diverse examples from published research, the Third Edition of The Process of Research in Psychology by Dawn M. McBride provides step-by-step coverage on how to design, conduct, and present a research study. Early chapters introduce important concepts for developing research ideas while subsequent "nuts and bolts" chapters provide more detailed coverage of topics and examine the types of research relevant to the field. This logical two-part structure creates an excellent foundation upon which students can build their knowledge of the entire research process.

Book Information

Paperback: 392 pages

Publisher: SAGE Publications, Inc; 3 edition (September 17, 2015)

Language: English

ISBN-10: 1483347605

ISBN-13: 978-1483347608

Product Dimensions: 9.3 x 7.6 x 0.8 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 21 customer reviews

Best Sellers Rank: #8,055 in Books (See Top 100 in Books) #13 in Books > Medical Books > Psychology > Research #14 in Books > Health, Fitness & Dieting > Psychology & Counseling > Research #269 in Books > Textbooks > Social Sciences > Psychology

Customer Reviews

Dawn M. McBride is a professor of psychology at Illinois State University. Her research interests include automatic forms of memory, false memory, prospective memory, and forgetting. She has taught courses in introductory psychology, statistics, research methods, cognition and learning, human memory, and a graduate course in experimental design. She is a recipient of the Illinois State University Teaching Initiative Award. Her out-of-work interests include spending time with her family, traveling, watching Philadelphia (her place of birth) sports teams, learning new languages (currently, Japanese) and reading British murder mysteries. She earned her PhD in cognitive psychology from the University of California, Irvine, and her BA from the University of California, Los Angeles.Â

This book is much better than I thought. The greatest strength of it is that offers a great number of simple but vivid examples of different types of research procedures. However, the chapters about

statistics need more work because they seem less structured than other chapters that have a logical and "pleasant" flow. Additionally, there are quizzes and related and helpful material on the website (no stupid codes needed). One of the very few books that do not treat you as an absolute idiot or an absolute expert.

great book!!

Always a good reference guide!!!

This was a decent good for my Research Methods class. Not bad to read.

Getting the next edition isn't worth it. This covered everything we did in class and my professor personally endorsed its use since the new book has changed so little. Great way to save a pretty penny if you're a starving college student!

Excellent

Experimental Psychology is not an easy class, but this book helps explain concepts in simple terms. The definitions were a huge help!

Item arrived quickly, as described.

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