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## Research Methods and Statistics (Paperback)

By Ian Walker

Palgrave MacMillan, United Kingdom, 2011. Paperback. Condition: New. 2010 ed.. Language: English . Brand New Book. How do you design a research project? What is the difference in method between qualitative and quantitative research? How should psychologists go about considering the ethics of research methodology? For the `students who ask questions , this concise text provides an informative introduction to the methods of psychological research, offering an overview of the primary stages in research. From learning how to construct the initial aims and criterion of a study to presenting the final resulting data into tables and graphs, this book aims to guide psychologists through the tools that make psychological research and the understanding of its resulting data possible. Written with enthusiasm and lucidity, Walker guides readers through the appropriate methods for undertaking research, explaining the discerning features of the core types of research, the primary measurements of statistics such as the chi-squared, t and Mann-Whitney U tests and brings an apt consideration of what makes a psychological study ethical. Whether desiring to learn about how to empirically record and measure the psychological experience of an individual or the behavioural factors of an entire population, Research Methods and Statistics is the...

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