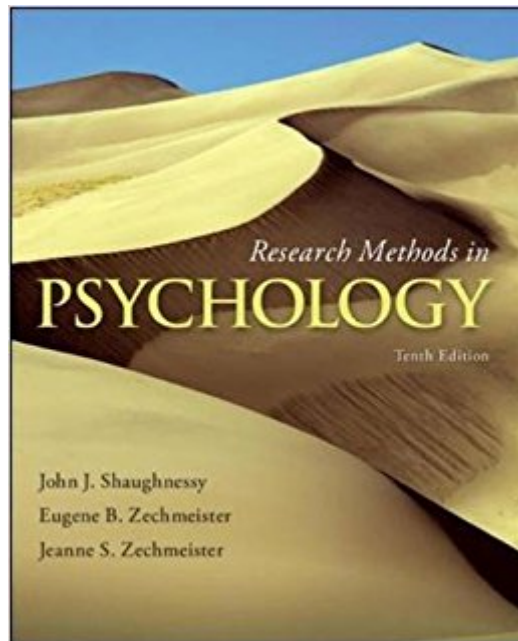




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Research Methods In Psychology



Synopsis

Psychologists use a variety of research methods and tools to learn about behavior and mental processes. The goal of this book is to introduce students to the "multimethod approach" to research in psychology, including observational, survey, and experimental methods. Students learn the strengths and weaknesses of each method, as well as ethical dilemmas when using them, so that they can become competent practitioners and thoughtful consumers of psychological research. Our approach is to engage students in the research process by describing contemporary research in psychology. Students learn about recent topics such as online dating and Facebook, cross-cultural observations of helping behavior, PTSD in orphaned chimpanzees, Medicaid and Medicare health outcomes, decision-making during Hurricane Katrina, clinical research and DSM-5, and much more. Each chapter's "stretching exercises," "stat tips," review questions, and challenge questions develop students' critical thinking about the psychological research that appears in scientific journals and in popular media. Together with the companion Online Learning Center for students, the 10th edition of Research Methods in Psychology provides a clearly written, compelling introduction to research methods in psychology. Instructors and students can now access their course content through the Connect digital learning platform by purchasing either standalone Connect access or a bundle of print and Connect access. McGraw-Hill Connect[®] is a subscription-based learning service accessible online through your personal computer or tablet. Choose this option if your instructor will require Connect to be used in the course. Your subscription to Connect includes the following:

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Customer Reviews

This book was helpful in the class taken at a CT University. It was relatively easy to understand, that is, as easy as statistics CAN be to understand. Most of the students had taken an introductory stats class a while back, so the examples were helpful. I will say that students get in a rut and do not end up reading as they should. This book was very helpful in understanding the lectures as long as the reading was done! ...

Not the most well-organized text on research methods. I got more help from old notes and google.

Great book as it was needed throughout the semester

Great Product, as described.

Easy to understand.

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