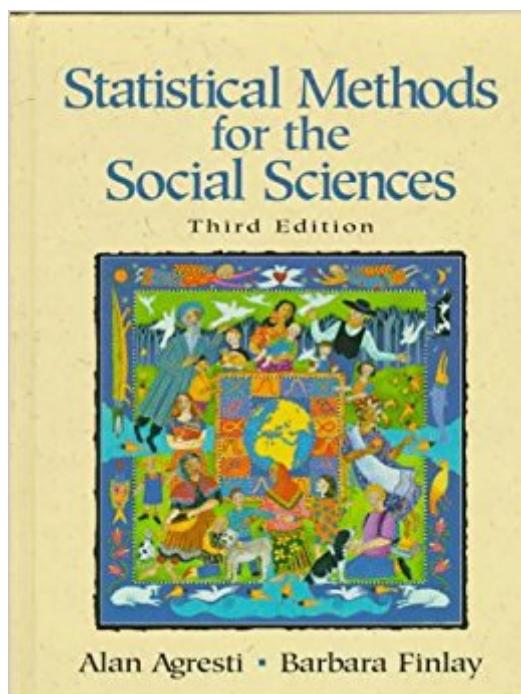


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Synopsis

Assuming no prior knowledge of statistics, these authors combine their varied backgroundsâ "one a statistician, the other a social scientistâ "to introduce statistical methods with a high degree of statistical accuracy and a wealth of examples that are interesting and relevant to social scientists. The Third Edition has been both updated and improved to integrate real-world data into examples and exercises, and make coverage more accessible throughout.

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Customer Reviews

Your typical undergraduate student who is not a fan of mathematics education will find this book intimidating. But that's not really saying much. A student who's not math-phobic will enjoy it. It's not one of those statistics texts that tries to give just the concepts and not the underlying math. This one goes for the math -- which is the foundation of the concepts. (Conceptual explanations in plain English are here too! The book is not pure math. Anyway, statistics is equal parts numbers and reasoning.) The illustrations and diagrams are generally excellent. Each chapter ends with a large selection of questions and exercises (answers to some of these are provided at the back of the book) and a bibliography for further reading. Yes, really useful further reading -- not just academic texts, but popular science magazine articles, biographies of mathematicians, etc. Notation and terms are boxed off within the text, to be clearly noticeable upon review of the chapter. Helpful for studying. Sample computer output is given frequently, which is a nice bonus. Sometimes the output of popular statistics software can seem cryptic to the uninitiated. This initiates people. An appendix covers SAS and SPSS usage for each topic in the textbook. Of course it's up to the reader (or

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