



Essentials of Research Methods in Psychology

By Zechmeister

Tata McGraw-Hill Education Pvt. Ltd., 2009. Softcover. Book Condition: New. First edition. This is designed to teach students the process of research (developing research ideas, forming a hypothesis, choosing a design, selecting the appropriate method, collecting, interpreting and reporting the results). A guide for the research process is introduced in the second chapter and reinforced as each method is introduced. The use of a consistent framework allows students to see the commonality of each method making the subsequent methods easier to learn. Essentials is based on the successful Research Methods in Psychology 5th edition text by the same authors. This text was completely rewritten in a more conversational style including the use of cartoons and insights from researchers describing how they conducted studies to appeal to students with little mathematical background. Case studies are used to show the use of appropriate methods and the ethical considerations inherent in the research process. This 250 page paperback text is ideal for a community college or for a four year university where brief coverage is desired Preface 1 Introduction: The Science of Psychology 2 The Research Process 3 Ethical Issues in Psychological Research 4 Observational Research 5 Correlational Research: Surveys 6 Experimental Research...



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