



Research Design Explained

By Mark L. Mitchell, Janina M. Jolley

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RESEARCH DESIGN EXPLAINED, Eighth Edition helps readers appreciate the excitement of science research and its relevance to psychology by explaining concepts clearly and using real-life analogies and examples. Focusing on important, fundamental concepts and demonstrating the logic behind research design, authors Mitchell and Jolley help readers go beyond simply memorizing terms to develop a true understanding of research design.

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Review

1. Science, Psychology, and You. 2. Validity and Ethics: Can We Know, Should We Know, and Can We Afford Not to Know? 3. Generating and Refining Research Hypotheses. 4. Reading, Reviewing, and Replicating Research. 5. Measuring and Manipulating Variables: Reliability and Validity. 6. Beyond Reliability and Validity: The Best Measure for Your Study. 7. Introduction to Descriptive Methods and Correlational Research. 8. Survey Research. 9. Internal Validity. 10. The Simple Experiment. 11. Expanding the Simple Experiment: The Multiple-Group Experiment. 12. Expanding the Experiment: Factorial Designs. 13. Matched Pairs, Within-Subjects, and Mixed Designs. 14. Single-n Designs and Quasi-Experiments. 15. Putting It All Together: Writing Research Proposals and Reports. Appendix A: Research Report and Proposal Checklist. Appendix B: Sample APA-Style Paper. Appendix C: A Checklist for Evaluating a Study's Validity. Appendix D: Practical Tips for Conducting an Ethical and Valid Study. Appendix E: Introduction to Statistics. Appendix F: Statistics and Random Numbers Table.

About the Author

After graduating summa cum laude from Washington and Lee University, Mark L. Mitchell received his M.A. and Ph.D. degrees in psychology at The Ohio State University. He has co-authored (with Janina Jolley and Robert O'Shea) *WRITING FOR PSYCHOLOGY: A GUIDE FOR STUDENTS*. His professional affiliations include the American Psychological Association, Society for the Teaching of Psychology, American Psychological Society, Council of Teachers of Undergraduate Psychology, Phi Kappa Phi, and Phi Beta Kappa. He is currently a Professor at Clarion University, a loyal Buckeye fan, and the proud father of Moriah Mae Mitchell.

Janina M. Jolley graduated with "Great Distinction" from California State University at Dominguez Hills and earned her M.A. and Ph.D. in Psychology from The Ohio State University. She is currently an executive editor of "The Journal of Genetic Psychology" and "Genetic Psychology Monographs" and Professor of Psychology at Clarion University. Her professional affiliations include the Middle-Eastern Honor Association (President 1999 to 2000; Vice-President 1998 to 1999), American Psychological Association (Division 2: Teaching of Psychology and Division 20: Adult Development and Aging), American Psychological Society, Council of Teachers of Undergraduate Psychology, The Midwestern Psychological Association, and Phi Kappa Phi. Her hobbies include flying, Civil Air Patrol, biking, and spending time with her family.

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