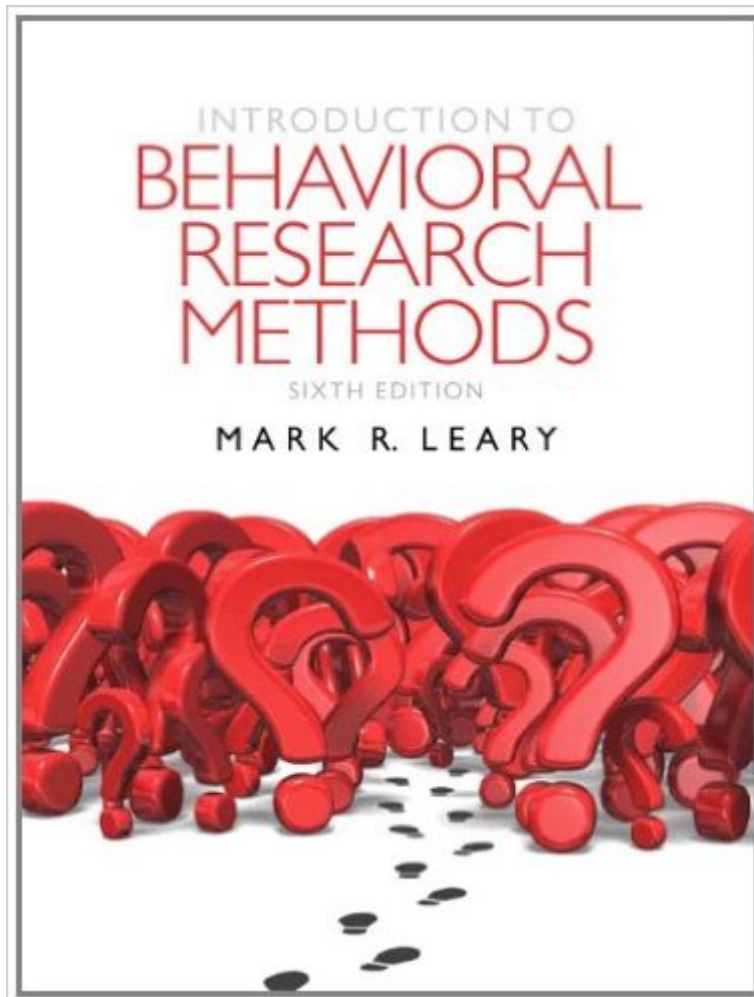


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# Introduction To Behavioral Research Methods (6th Edition)



## Synopsis

Rigorous, yet readable.Â   Â The author presents the material with sufficient elaboration, explanation, and examples that not only interest the student, but make it understandable. Â Introduction to Behavioral Research Methods incorporates the four basic approaches to behavioral research (descriptive research, correlational research, experimental research, and quasi-experimental research), and shows students how to conceptualize questions, measure variables, design studies, and analyze data.Â Chapters on research ethics and scientific writing (including the most recent version of APA style) round out the book. Throughout each chapter, boxes on â œDeveloping Your Research Skillsâ • and â œBehavioral Research Case Studyâ • provide practical examples and pique student interest. Â Teaching & Learning Experience Personalize Learning - MySearchLab delivers proven results in helping students succeed, provides engaging experiences that personalize learning, and comes from a trusted partner with educational expertise and a deep commitment to helping students and instructors achieve their goals. Improve Critical Thinking â ” New up-to-date Behavioral Research Case Studies help students apply research to practice. Engage Students â ” The text is designed to make research methods understandable, useful, and interesting for students. Explore Research â ” Real research, tidbits about the lives of famous researchers, and intriguing controversies that have arisen in behavioral science are included. A lab manual in MySearchLab helps engage students in the research process.Â Support Instructors â ” MyTest, PowerPoints, and an instructorâ™s manual offer additional support for instructors. Note: MySearchLab with eText does not come automatically packaged with this text. To purchase MySearchLab with eText, please visit: [www.mysearchlab.com](http://www.mysearchlab.com) or you can purchase a valuepack of the text + MySearchLab with eText (at no additional cost). VP: 0205196284 / 9780205196289

## Book Information

Hardcover: 448 pages

Publisher: Pearson; 6 edition (August 26, 2011)

Language: English

ISBN-10: 0205203981

ISBN-13: 978-0205203987

Product Dimensions: 7.6 x 1.2 x 9.2 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 starsÂ   Â See all reviewsÂ (30 customer reviews)

Best Sellers Rank: #125,833 in Books (See Top 100 in Books) #102 in Books > Medical Books > Psychology > Research #1313 in Books > Medical Books > Psychology > General #1714 in Books > Textbooks > Social Sciences > Psychology

## Customer Reviews

Mark Leary's INTRODUCTION TO BEHAVIORAL RESEARCH METHODS (6th Edition) is a great reference but only a good textbook. As far as textbooks go, this text is plain. The author does a good job relating examples to students, but only a so-so job at engaging them. Most of my students seemed to enjoy the text in terms of reference; everything is ordered and explained nicely enough that they can flip back and find exactly what they are looking for. Any students interested in pursuing a position in the field of behavioral research would probably do good to hold onto their copy of the book -- it will probably come in handy in the future. It's just not a fun read. The contents are in black, white, and grayscale -- surprising for how much this textbook costs! This new 6th edition only has minor improvements over the 5th edition: Introduction to Behavioral Research Methods 5TH EDITION. Many of the chapters are nearly identical. Most notably, the examples of scientific writing have been updated to reflect the newest version of APA formatting. Do yourself (and your students) a favor and go with the cheaper version of this text!

The book I borrowed for the semester is missing a huge section of pages. Didn't realize it until right before the first test. Pages 79-102 are missing and the front of the binding has let loose from the book. I was able to take pictures of the pages from another student. Not sure you should rent this one out again. Still have 1 more month of school left and then I will return your book.

Don't listen to people who claim that this book is boring - this book is brilliant, and as entertaining as this topic can possibly be made to be. There are comics and cartoons all over the place (not just randomly, but ones that are actually appropriate to the topics being written about), incredibly interesting studies are used as examples and references throughout the text, and if you are even the least bit interested in research methods then you will find this book to be straightforward, logical, and informative. Three things that VERY few psychology textbooks are. Having read this I actually had a better grasp of the content, not just a larger vocabulary of terms I didn't understand but that I could vomit out at people to shut them up and make myself look smart. I actually LEARNED having read this, and actually LEARNED the terms discussed, and am GRATEFUL to the author for having taken the time to create a textbook that is actually educational. My only beef with it is how much it

costs, but I can hardly fault the book for that.

At first glance, this textbook looks extremely boring. All black and white, with no pictures, and small words. Despite the overwhelming nature, the content was very good, and I was able to read and actually understand what was being explained. It didn't seem to coincide much with what my class assignments and tests were, however.

Although the text book gave helpful information it did so in a boring manner. There is almost no change in font size - even for headings or separation between sections and absolutely no color or pictures. There is no reason a textbook this simple can not be offered as an ebook! The writing was even dryer than the formatting. Most students in my class stopped reading it very early in the class and those like me have great difficulty focusing on what they are trying to say. Even my professor deviates a lot from the book. I have never read chapters so mixed up, and that is saying something.

I personally love this book and won't part with it until a better one comes along. This is perfect for the undergrad student because it explains everything enough to fully grasp it without going overboard as some textbooks do. I have gained a lot of respect not just for statistics but for behavioral research methods in general.

As a psychology major, I'm used to some dry reads, and this went along with the dry reads for me. Luckily, though, it's very informational and has many examples. The author realised that a lot of the information isn't all that interesting, so he was sure to follow every bit of material with a real-life example. While this is usually annoying in books, I found it incredibly helpful in overcoming the course's boring nature. If you are a professor, I recommend this text. It's cheap for students since it's an older edition, but it is still relevant to introductory experimental psychology courses.

This does not offer the text to speech option, even though the Kindle Fire, nor is an audio book available. Low accessibility for information processing accommodation. The option to exclude text to speech was requested by the publisher as indicated in the very fine print at the very bottom of the page. For the price, this is unacceptable

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