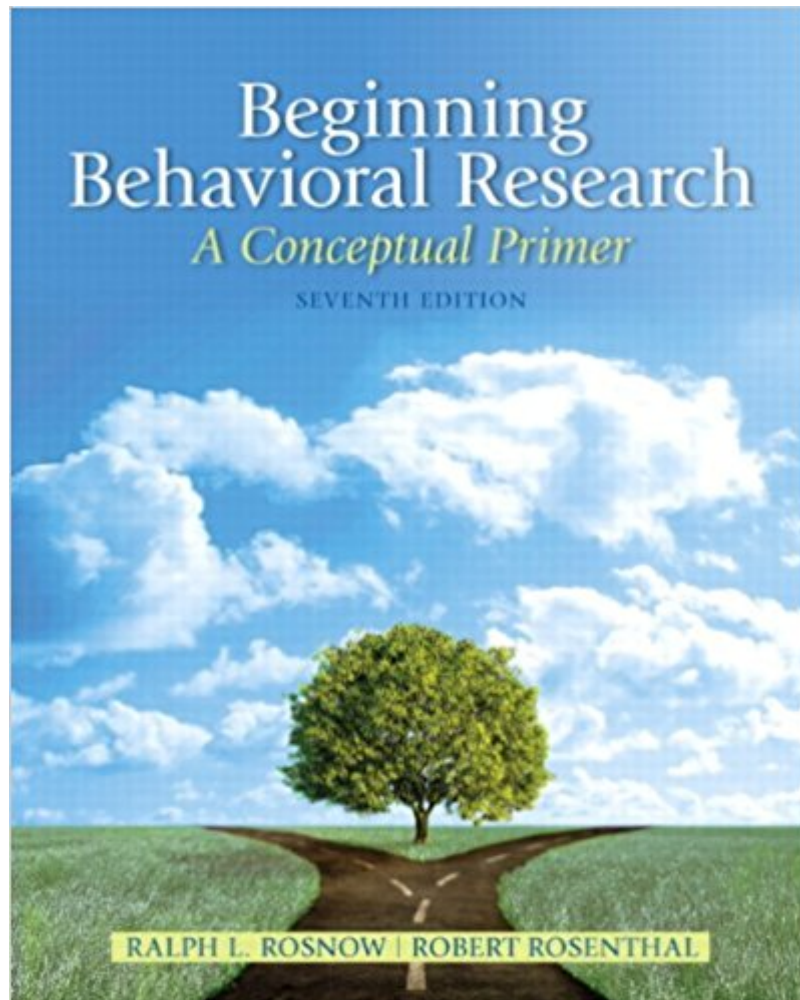




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Beginning Behavioral Research: A Conceptual Primer (7th Edition)



Synopsis

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Customer Reviews

Ralph L. Rosnow is now Thaddeus Bolton Professor Emeritus at Temple University in Philadelphia, PA, where he taught courses in research methods and statistics for many years and directed the Ph.D. program in social and organizational psychology. He also taught research methods at Boston University in a master's degree program in communication research and at Harvard University as a visiting professor in the psychology department. <http://astro.temple.edu/~rosnow>

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comes to reading the required reading for the class.

Information is presented is easy to understand

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Thank the book was perfect and helped me tremendously

An Expert Look at Love, Intimacy and Personal Growth
Ralph Rosnow was my professor when I was a PhD student in the 1970's at Temple U. Most of what I learned in psychology then, now seems naive and useless. The exception is what I learned about what really is science and how research can be "scientific" and still be very wrong. I learned from Dr. Rosnow how to tell the difference between bad research and good research. Drs. Rosnow and Rosenthal saw past the smoke and mirrors, artifacts and biases, and proposed a better methodology and understanding. Recently, I had a question about my research design and analysis. I pulled "Beginning Behavior Research" off my shelf and found it valuable. It is a great book for the beginning and seasoned researcher.

This book uses easy to read language while building the use of the professional language. It provides relevant examples and visuals to aid in understanding key concepts. At the end of each section is a chapter review and a quiz for application. I found this book very helpful for gaining basic knowledge about the research process.

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