



Research Methods for the Behavioral Sciences

By Frederick J Gravetter, Lori-Ann B. Forzano

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RESEARCH METHODS FOR THE BEHAVIORAL SCIENCES, Fifth Edition, helps readers see how interesting and exciting experimental and nonexperimental research can be. Inviting and conversational, the book leads readers through the research process from start to finish. It begins with tips and strategies for generating research ideas, moves to selecting measures and participants, and then offers an examination of research strategy and design. This step-by-step presentation emphasizes the decisions researchers must make at each stage of the process. The authors avoid a "cookbook" approach by linking terminology with applied concepts; their "lecture in a book" style makes the text accessible by emphasizing discussion and explanation of topics. Examples and content throughout the book reflect the most current APA guidelines.

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Review

"A thorough and logical text with good advice and support for students creating a research project. The text format is ideal to guide students in not only gaining an understanding of research methods but applying the information as well."

"The material presented in the Gravetter and Forzano text is efficient, detailed, and presented in a sophisticated yet interesting manner. The learning checks provide ample opportunity for the students to ensure they understand the material, and expand upon the concepts in question."

About the Author

Frederick J Gravetter is Professor Emeritus of Psychology at The College at Brockport, State University of New York. While teaching at Brockport, he specialized in statistics, research design, and cognitive psychology. Dr. Gravetter received his Bachelor's degree in mathematics from M.I.T. and his Ph.D. in psychology from Duke University. In addition to publishing several research articles, Dr. Gravetter is co-author of the best-selling **STATISTICS FOR THE BEHAVIORAL SCIENCES**, 10th Edition, **ESSENTIALS OF STATISTICS FOR THE BEHAVIORAL SCIENCES**, 9th Edition, and **RESEARCH METHODS FOR THE BEHAVIORAL SCIENCES**, 5th Edition.

Lori-Ann B. Forzano is Professor of Psychology at The College at Brockport, State University of New York, where she regularly teaches undergraduate and graduate courses in research methods, learning, the psychology of eating, and statistics. She earned a Ph.D. in experimental psychology from the State University of New York at Stony Brook, where she also received her B.S. in psychology. Dr. Forzano's research examines impulsivity and self-control in adults and children. Her research has been published in the *Journal of the Experimental Analysis of Behavior*, *Learning and Motivation*, and *The Psychological Record*. Dr. Forzano has also co-authored **RESEARCH METHODS FOR THE BEHAVIORAL SCIENCES**, 5th Edition.

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