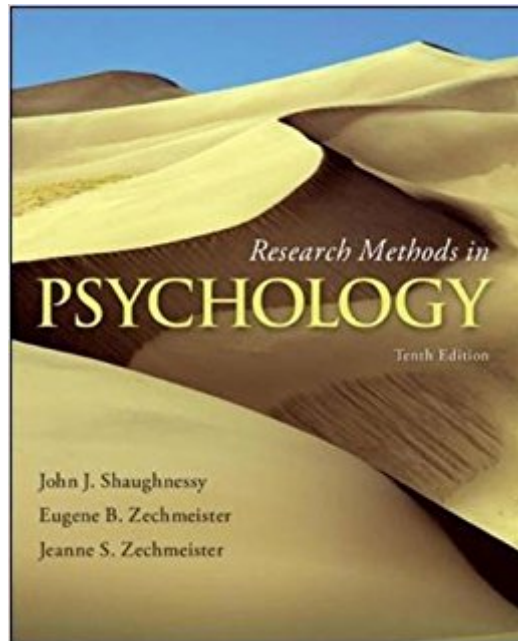




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Research Methods In Psychology (B&B Psychology)



Synopsis

Psychologists use a variety of research methods and tools to learn about behavior and mental processes. The goal of this book is to introduce students to the “multimethod approach” to research in psychology, including observational, survey, and experimental methods. Students learn the strengths and weaknesses of each method, as well as ethical dilemmas when using them, so that they can become competent practitioners and thoughtful consumers of psychological research. Our approach is to engage students in the research process by describing contemporary research in psychology. Students learn about recent topics such as online dating and Facebook, cross-cultural observations of helping behavior, PTSD in orphaned chimpanzees, Medicaid and Medicare health outcomes, decision-making during Hurricane Katrina, clinical research and DSM-5, and much more. Each chapter’s “stretching exercises,” “stat tips,” review questions, and challenge questions develop students’ critical thinking about the psychological research that appears in scientific journals and in popular media. Together with the companion Online Learning Center for students, the 10th edition of *Research Methods in Psychology* provides a clearly written, compelling introduction to research methods in psychology. Instructors and students can now access their course content through the Connect digital learning platform by purchasing either standalone Connect access or a bundle of print and Connect access. McGraw-Hill Connect[®] is a subscription-based learning service accessible online through your personal computer or tablet. Choose this option if your instructor will require Connect to be used in the course. Your subscription to Connect includes the following:

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Customer Reviews

Eugene B. Zechmeister is Professor Emeritus of Psychology at Loyola University of Chicago, a large metropolitan university where he taught both undergraduate and graduate courses. For many years at Loyola he was the Undergraduate Program Director in Psychology. Professor Zechmeister completed his B.A. in 1966 at the University of New Mexico. He later received both his M.S. (1968) and Ph.D. (1970) from Northwestern University. Professor Zechmeister has authored books on human memory, critical thinking, and statistics, as well as research methods in psychology. He has been a Fellow of both the American Psychological Association (Divisions 1,2, and 3) and the Association for Psychological Science. In 1994, he was awarded the Loyola University Sujack Award for Teaching Excellence in the College of Arts and Sciences. He currently lives in Santa Fe, New Mexico.

John J. Shaughnessy is a Professor of Psychology at Hope College, a relatively small, select, undergraduate liberal arts college in Holland, Michigan. After completing the B.S. degree at Loyola University of Chicago in 1969, he received his Ph.D. in 1972 from Northwestern University. He is a Fellow of the American Psychological Society whose recent research has focused on practical aspects of memory. He is coauthor, with Benton J. Underwood, of *Experimentation in Psychology* (Wiley, 1975). He was selected by students in 1992 as the Hope Outstanding Professor Educator. He has served as chairperson of the psychology department and as a mentor in the College's Faculty Development Program for younger faculty.

Jeanne S. Zechmeister was an Associate Professor of Psychology at Loyola University of Chicago, where she taught undergraduate and graduate courses in research methodology since 1990. Professor Zechmeister completed her B.A. at University of Wisconsin-Madison (1983) and her M.S. (1988) and Ph.D. (1990) in Clinical Psychology at Northwestern University. Her research focused on psychological

processes associated with forgiveness. Her effectiveness as a teacher is evidenced by her many years of high teacher ratings and by her being identified consistently each year by graduating seniors as one of their best teachers at Loyola. She has co-authored, with J.J. Shaughnessy and E.B. Zechmeister, the Research Methods in Psychology text since its 5th edition (McGraw-Hill, 2000, 2003, 2006) and Essentials of Research Methods in Psychology (McGraw-Hill, 2001). Dr. Zechmeister now writes professionally in Santa Fe, New Mexico.

I really liked this book, aside from the fact that it was for class. Methods and research is a difficult class in general, for most. This book was nice because it gave a thorough and easy to follow instructions as to how to analyze and understand data. In addition, this book is more narrative and explanatory rather than demonstrative. For example, this is not a book that shows you how to solve equations. It is more about the processes one must follow in order to create and detect credible statistics and studies.

I had to buy this textbook for research methods course in psychology. The book is organized in such a way that each section's important aspects or points are clearly noted and definitions given. Key concepts are in bold typeface. Examples are used to explain key concepts. Previously I had a statistics course which has the same concepts and techniques in psychological scientific research. I needed this for my research methods psychology class, and is similar to the information of statistics courses. This is a good textbook for social science or behavioral science research. I bought mine used and it is, there is some highlighting. This book is a smaller textbook which is nice so it won't take up much room in your bag. Easy to read and understand. My professor has us make concept notes for each chapter which has proven to be useful too.

Not the most well-organized text on research methods. I got more help from old notes and google.

I purchased this text as a requirement for a distance education class (Research Methods in Psychology-University of Utah). I was dreading the text...how could "research methods" be anything but dull and dry? I was very pleasantly surprised by the text. The text is extremely well written, entertaining, and presents the material with many examples, and careful descriptions. The authors were very careful with their writing, and did a great job! I highly recommend this text.

This was just as I expected and it came in quickly.

On great condition! Like new, not a single mark on it except a name scratch off. Very pleased with the product and specially the price!

This book discussed things like ABAB study designs, a must have for social science majors.

One of the best books I have ever bought. I could not have passed the class without it.

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