



Beginning Behavioral Research: A Conceptual Primer (4th Edition)

Ralph L. Rosnow, Robert Rosenthal

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This successful introduction to behavioral research methods—written by two leaders in the field—provides step by step guidance through the processes of planning an empirical study, analyzing and interpreting data, and reporting findings and conclusions. It encourages learners to be analytical and critical, not only in interpreting research findings, but also in investigating what is behind the claims and conclusions in news reports of scientific results. While the primary emphasis is on behavioral and social research, a strong effort is made to connect these disciplines with the empirical reasoning used in other fields in order to underscore the unity of science. Chapter topics cover concepts in five key areas: getting started, observation and measurement, design and implementation, describing and hypothesis testing, and statistical tests. For individuals of diverse interests and backgrounds with a common goal of learning the ins and outs of behavioral research methods.

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