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Dawn M. McBride, Beth M. Schwartz

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Step-by-step guide of how to design, conduct, and present research in psychology

Utilizing numerous examples from published research, this introductory text provides a step-by-step explanation of how to design, conduct, and present a research study in psychology. Early chapters introduce important concepts for developing research ideas, subject sampling, ethics, and data collection to help students understand the process of research. Subsequent "nuts and bolts" chapters provide more detailed coverage of these topics and examine the various types of research relevant to the field of psychology. This two-part structure creates logical scaffolding upon which students can build their knowledge and guides them through the process of conducting research in psychology.

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Master APA style and format quickly and easily! Written by experienced psychology instructors who are respected members of the APA's Teaching of Psychology division, this guide provides an easy alternative for anyone struggling with APA style. Written in a clear, conversational, and humorous style, this book presents easy-to-understand explanations of how to write research papers, cite research, and do any work requiring APA format. The authors simplify the process with easy-to-follow advice, tips, and visual representations of how to use APA style. This updated edition includes easy-to-read screen shots as well as guidance on where to find answers to commonly asked student questions.

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