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# Research Design Explained



## Synopsis

RESEARCH DESIGN EXPLAINED, Eighth Edition helps readers appreciate the excitement of science research and its relevance to psychology by explaining concepts clearly and using real-life analogies and examples. Focusing on important, fundamental concepts and demonstrating the logic behind research design, authors Mitchell and Jolley help readers go beyond simply memorizing terms to develop a true understanding of research design.

## Book Information

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1. Science, Psychology, and You. 2. Validity and Ethics: Can We Know, Should We Know, and Can We Afford Not to Know? 3. Generating and Refining Research Hypotheses. 4. Reading, Reviewing, and Replicating Research. 5. Measuring and Manipulating Variables: Reliability and Validity. 6. Beyond Reliability and Validity: The Best Measure for Your Study. 7. Introduction to Descriptive Methods and Correlational Research. 8. Survey Research. 9. Internal Validity. 10. The Simple Experiment. 11. Expanding the Simple Experiment: The Multiple-Group Experiment. 12. Expanding the Experiment: Factorial Designs. 13. Matched Pairs, Within-Subjects, and Mixed Designs. 14. Single-n Designs and Quasi-Experiments. 15. Putting It All Together: Writing Research Proposals and Reports. Appendix A: Research Report and Proposal Checklist. Appendix B: Sample APA-Style Paper. Appendix C: A Checklist for Evaluating a Study's Validity. Appendix D: Practical Tips for Conducting an Ethical and Valid Study. Appendix E: Introduction to Statistics. Appendix F: Statistics and Random Numbers Table. --This text refers to the Paperback edition.

After graduating summa cum laude from Washington and Lee University, Mark L. Mitchell received his M.A. and Ph.D. degrees in psychology at The Ohio State University. He has co-authored (with Janina Jolley and Robert O'Shea) *WRITING FOR PSYCHOLOGY: A GUIDE FOR STUDENTS*. His professional affiliations include the American Psychological Association, Society for the Teaching of Psychology, American Psychological Society, Council of Teachers of Undergraduate Psychology, Phi Kappa Phi, and Phi Beta Kappa. He is currently a Professor at Clarion University, a loyal Buckeye fan, and the proud father of Moriah Mae Mitchell. Janina M. Jolley graduated with "Great Distinction" from California State University at Dominguez Hills and earned her M.A. and Ph.D. in Psychology from The Ohio State University. She is currently an executive editor of "The Journal of Genetic Psychology" and "Genetic Psychology Monographs" and Professor of Psychology at Clarion University. Her professional affiliations include the Middle-Eastern Honor Association (President 1999 to 2000; Vice-President 1998 to 1999), American Psychological Association (Division 2: Teaching of Psychology and Division 20: Adult Development and Aging), American Psychological Society, Council of Teachers of Undergraduate Psychology, The Midwestern Psychological Association, and Phi Kappa Phi. Her hobbies include flying, Civil Air Patrol, biking, and spending time with her family.

This book is really outdated. It references the "types" of validity and has numerous errors in the diagrams.

Concise and clear descriptions. Great way to learn about research methods. There's some comic relief in there, too, that certainly makes learning research design less daunting.

Accessible, thorough read about quantitative research. This has been a tremendous supplement to my EDUS 710 doctoral research course.

I found Mitchell & Jolley's book to be absolutely a superb book, and I'm so happy I read this book to have a clear understanding of the subject. To begin my review, the book covers the material in 15 chapters: Chap 1. Science, Psychology, and You Chap 2. Validity and Ethics: Can We Know, Should We Know, and Can We Afford Not to Know? Chap 3. Generating and Refining Research Hypotheses Chap 4. Reading, Reviewing, and Replicating Research Chap 5. Measuring and Manipulating Variables: Reliability and Validity Chap 6. Beyond Reliability and Validity: The Best

Measure for Your StudyChap 7. Introduction to Descriptive Methods and Correlational ResearchChap 8 Survey ResearchChap 9. Internal ValidityChap 10. The Simple ExperimentChap 11. Expanding the Simple Experiment: The Multiple-Group ExperimentChap 12. Expanding the Experiment: Factorial DesignsChap 13. Matched Pairs, Within-Subjects, and Mixed DesignsChap 14. Single-n Designs and Quasi-ExperimentsChap 15. Putting It All Together: Writing Research Proposals and Reports

Profs. Mitchell & Jolley have built the basic concepts, like the issues of internal & external validity, and reliability, different designs like experiments and survey methods very solidly. Lots of example to illustrate the important issues make this a very easy-to-follow text on the subject, yet thorough and rigorous. In my opinion, the authors have achieved a fine balance between ease of understanding and rigor in the book. For example, I found the discussion on mixed designs (between and within factors) very detailed and lucid, even though concepts like counterbalancing and order effects are slightly difficult to grasp at the first go. The description on how to analyse mixed designs was easy to follow as well as detailed. The authors have also included valuable tips for researchers to do research correctly and to avoid pitfalls. For example, the discussion on "Choosing the last design" is a very helpful as a guide for researchers. The chapter on writing actual research reports is clear, rigorous and detailed. I'm surprised that this book hasn't got more reviews than what it already has; maybe 9 editions of the book itself stand testimony to the popularity of the book. All in all, a very valuable book and I'm so happy I invested in this book and spend 6-8 hours each day, for 2 weeks in going through it! Thank you, Professors Mitchell and Jolley, for writing such a wonderful book for us!

It is amazing and helpful book for any quantitative research.

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