



The Process of Research in Psychology (2nd Revised edition)

By Dawn M. McBride

SAGE Publications Inc. Paperback. Book Condition: new. BRAND NEW, The Process of Research in Psychology (2nd Revised edition), Dawn M. McBride, This introductory text provides a step-by-step explanation of how to design, conduct, and present research 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 the various types of research. This approach creates a logical scaffolding upon which students can build their knowledge. Key Features: * chapter organization mirrors the steps in the research process in the first part of the book and then lays out the details of different types of research designs in the second half. This sequence reflects the logical, natural progression of the research process * the spaced repetition of concepts follows a proven memory/learning model that maximizes student retention * Thinking About Research sections at the end of chapters provide a summary of a real research study for students to analyze and relate to the chapter content * examples and activities in each chapter come from a wide range of psychological settings, giving students a useful...



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