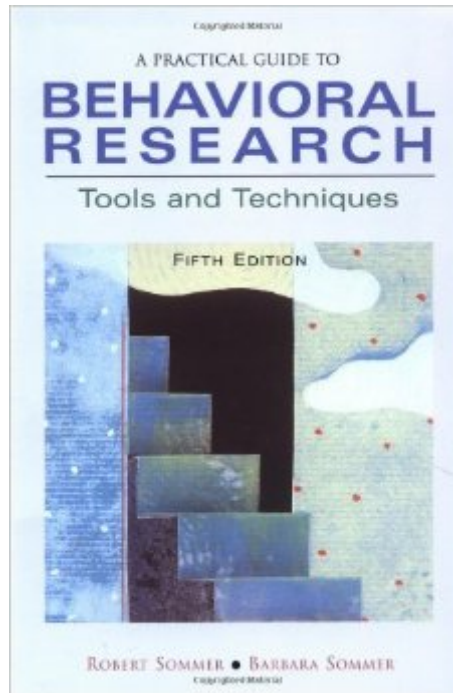


The book was found

A Practical Guide To Behavioral Research: Tools And Techniques



Synopsis

This new edition of Robert Sommer and Barbara Sommer's successful book *A Practical Guide to Behavioral Research* continues to emphasize a hands-on, multimethod, and interdisciplinary approach to behavioral research in psychology, sociology, and anthropology. It expands the fourth edition's coverage of computer-related research methods and employs an international perspective, presenting general principles and their practical applications. Like previous editions, *A Practical Guide to Behavioral Research*, 5/e, covers the four major approaches to behavioral research (experimentation, observation, questionnaire, interview) and examines other important methods, including attitude and rating scales, the case study, semantic differential, unobtrusive measures, and the use of personal documents. It provides particularly strong treatment of observational approaches, behavior and cognitive mapping, electronic searches and Internet research, and action research. This revision includes two new chapters stimulated by student interest: Chapter 14, "Action Research," addresses the gap between doing research and having it applied; Chapter 15, "The Big Fuzzies," describes techniques for researching important concepts that are difficult to define and measure. Written in an accessible, colloquial style, this popular book encourages students to actually do research instead of just learning the concepts and language. Clear descriptions and concrete examples of abstract concepts demystify research and help students think about research procedures in a variety of settings, not just in the laboratory. Ideal for undergraduates in research methods classes, *A Practical Guide to Behavioral Research*, 5/e, is an invaluable reference for students of communications, education, nursing, design, and business. It is also a useful resource for readers who need reliable information or anyone interested in behavioral studies. The authors maintain a useful companion website at <http://psychology.ucdavis.edu/Sommerr/pg5/>.

Book Information

Paperback: 400 pages

Publisher: Oxford University Press; 5 edition (August 16, 2001)

Language: English

ISBN-10: 0195142098

ISBN-13: 978-0195142099

Product Dimensions: 8.9 x 1 x 5.9 inches

Shipping Weight: 8 ounces (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars Â Â See all reviews Â (7 customer reviews)

Best Sellers Rank: #436,448 in Books (See Top 100 in Books) #357 in Books > Medical Books > Psychology > Research #366 in Books > Health, Fitness & Dieting > Psychology & Counseling > Research #724 in Books > Politics & Social Sciences > Social Sciences > Research

Customer Reviews

I have used various editions of this text in my classes for many years. It provides an excellent overview of the basic research methodologies. The text is clear and understandable for individuals who have no research background.

I ordered my textbook used from bookbyte textbooks. I was very happy. The book was in great condition. It looked as if it were brand new! I am very happy! This book is great for experimental psychology.

This book is a very basic guide for someone who has never taken a psychology class before, giving information on library searches and how to use the internet. The two chapters on statistics were informative, though drawn out. It's a very dry read.

If you are like me and not a psychology major then this is a good guide of some research methodologies. The item was priced good and delivery was prompt. A solid purchase through as usual.

[Download to continue reading...](#)

A Practical Guide to Behavioral Research: Tools and Techniques The Zuckerman Parker Handbook of Developmental and Behavioral Pediatrics for Primary Care (Parker, Developmental and Behavioral Pediatrics) Writing Empirical Research Reports: A Basic Guide for Students of the Social and Behavioral Sciences How to Write a Successful Research Grant Application: A Guide for Social and Behavioral Scientists The Home Blacksmith: Tools, Techniques, and 40 Practical Projects for the Blacksmith Hobbyist Wicca Altar and Tools: A Beginner's Guide to Wiccan Altars, Tools for Spellwork, and Casting the Circle The Tools and Materials of the Watchmaker - A Guide to the Amateur Watchmaker's Toolkit - Including How to make your own Tools Essentials of Behavioral Research: Methods and Data Analysis Single Case Research Methodology: Applications in Special Education and Behavioral Sciences Strategies and Tactics of Behavioral Research, Third Edition Principles of Research in Behavioral Science: Third Edition Research Methods for the Behavioral Sciences Methods in Behavioral Research Research Methods for the Behavioral Sciences, 4th

Edition Introduction to Behavioral Research Methods (6th Edition) Scientific Diving Techniques: A Practical Guide for the Research Diver The Tools (Miniature Edition): 5 Tools to Help You Find Courage, Creativity, and Willpower--and Inspire You to Live Life in Forward Motion Cognitive Behavioral Therapy: Techniques for Retraining Your Brain, Break Through Depression, Phobias, Anxiety, Intrusive Thoughts (Training Guide, Self-Help, Exercises) A Doctor's Tools (Community Helpers and Their Tools) Cognitive-Behavioral Social Skills Training for Schizophrenia: A Practical Treatment Guide

[Dmca](#)