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of methods and approaches for studying consciousness. The chapters are written by leading researchers and experts, who describe the methods they actually use in their own studies, along with their pitfalls, problems, and

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television, and*

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elsewhere. It
includes a guide
and a workbook.*

*This book is written
for behavioral
scientists who want
to consider adding
R to their existing
set of statistical
tools, or want to
switch to R as their
main computation
tool. The authors*

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aim primarily to help practitioners of behavioral research make the transition to R. The focus is to provide practical advice on some of the widely-used statistical methods in behavioral research, using a set of notes and

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annotated
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will also help
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beginners learn
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more about
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statistics and
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research. These are
statistical
techniques used by
psychologists who
do research on
human subjects,*

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*but of course they
are also relevant to
researchers in
others fields that
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authors emphasize
practical data
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quickly
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- Prepares students to conduct their first empirical research study, with quantitative and qualitative methods covered in detail. Common features as well as differences between the two research

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approaches are explored. • While theoretical material is included, the emphasis is on providing practical, easy-to-follow advice on how to conduct a first research project. • Unlike most texts with hypothetical examples, this

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*text—with real
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to consider specific
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serious
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than they have
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three classes
of reasons for
this: *Many
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constitute only
ordinal scales,

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not interval
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*Various
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similar to the
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*Inferences
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statistics are
less subject to

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distributional
peculiarities
of the data
than are those
from
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statistics.

Taking an
innovative
approach, this
book treats
ordinal methods
in an

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integrated way
rather than as
a compendium of
unrelated
methods, and
emphasizes that
the ordinal
quantities are
highly
meaningful in
their own
right, not just
as stand-ins

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for more
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variance. In
fact, since the
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statistics have
desirable
descriptive
properties of
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book treats

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them

parametrically,
rather than non
parametrically.

The author Use
discusses how

ordinal

statistics can
be applied in a
much wider set
of research
situations than
has usually

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discusses the
strengths and
weaknesses of
mixed methods
designs, and

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to nursing. The
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with a brief
section on how
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perform

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readers become
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errors and to
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ones within the

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behavioral
sciences. A
distinguishing
feature of this
work is that it
is accessible
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researchers of
substantive
fields of the
behavioral
sciences and
related fields

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(e.g., health
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sciences and
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social
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sciences).

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methods for
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errors that
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come from human
and other
factors, and
methods for
errors within
each of the

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studies. This
book focuses on
how empirical
research is
threatened by
different types
of error, and
how the
behavioral
sciences in
particular are

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counteract
errors are
discussed in
depth including
how they can be
applied in all

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empirical
studies:
sampling of
participants,
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of the study,
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and operational
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Draws on multiple
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*practitioners in a
variety of
disciplines—including
psychology, nursing,
physical therapy, and
occupational
therapy—who are
increasingly called
upon to document the
effectiveness of
interventions.*

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progress made by*

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data collection, this
timely volume
summarizes the
experiences of leading
behavioral and social
scientists from Europe
and the US who
collected data using the
Internet. Some chapters
present theory,
methodology, design,*

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*and implementation,
while others focus on
best practice examples
and/or issues such as
data quality and
understanding*

*paradata. A number of
contributors applied
innovative Web-based
research methods to the
LISS panel of
CentERdata collected
from over 5,000 Dutch*

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households. Their findings are presented in the book. Some of the data is available on the book website. The book addresses practical issues such as data quality, how to reach difficult target groups, how to design a survey to maximize response, and ethical issues that need to be

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considered. Innovative applications such as the use of biomarkers and eye-tracking techniques are also explored. Part 1 provides an overview of Internet survey research including its methodologies, strengths, challenges, and best practices.

Innovative ways to minimize sources of

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*error are provided
along with a review of
mixed-mode designs,
how to design a
scientifically sound
longitudinal panel and
avoid sampling
problems, and address
ethical requirements in
Web surveys. Part 2
focuses on advanced
applications including
the impact of visual*

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design on the interpretability of survey questions, the impact survey usability has on respondents' answers, design features that increase interaction, and how Internet surveys can be effectively used to study sensitive issues. Part 3 addresses data quality, sample

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*selection, measurement
and non-response
error, and new
applications for
collecting online data.*

*The issue of
underrepresentation of
certain groups in
Internet research and
the measures most
effective at reducing it
are also addressed.*

The book concludes

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*with a discussion of the
importance of
paradata and the Web
data collection process
in general, followed by
chapters with
innovative experiments
using eye-tracking
techniques and
biomarker data. This
practical book appeals
to practitioners from
market survey research*

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*institutes and
researchers in
disciplines such as
psychology, education,
sociology, political
science, health studies,
marketing, economics,
and business who use
the Internet for data
collection, but is also
an ideal supplement
for graduate and/or
upper level*

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*undergraduate courses
on (Internet) research
methods and/or data
collection taught in
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te/graduate text in
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which requires statistics
as a prerequisite. The
first half of the text
concentrates on*

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introduces students to
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research
methodology, the
text covers both
conceptual and
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that are critical to
implementing an
experiment. The
book is organized
to follow a
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ethical problems,
risks to validity,
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emphasizes the
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researchers must**

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looking for a book
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totally suitable.*

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of behavioral
research and
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*design but
provided only
 cursory coverage of
statistical methods
or they provided
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***statistical methods
with very little
coverage of the
research context
within which these
methods are used.
No single resource
provided coverage
of methodology,
statistics, and
communication
skills. In a classic
example of
necessity being the***

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*mother of
invention, the
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is ideal for a single
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proofs. It focuses
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times to help
students at a
variety of academic
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and post-doctoral
fellows) across
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sciences, business
and management,
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sciences, and***

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*more). Illustrating
how to plan,
prepare, conduct,
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emphasizes
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