



Experimental Design & Analysis for Psychology

Herve Abdi, Betty Edelman, Dominique Valentin, W. Jay Dowling

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Careful data collection and analysis lies at the heart of good research, through which our understanding of psychology is enhanced. Yet the students who will become the next generation of researchers need more exposure to statistics and experimental design than a typical introductory course presents. *Experimental Design and Analysis for Psychology* provides a complete course in data collection and analysis for students who need to go beyond the basics. Acting as a true course companion, the text's engaging writing style leads readers through a range of often challenging topics, blending examples and exercises with careful explanations and custom-drawn figures to ensure even the most daunting concepts can be fully understood. Opening with a review of key concepts, including probability, correlation, and regression, the book goes on to explore the analysis of variance and factorial designs, before moving on to consider a range of more specialised, but yet powerful, statistical tools, including the General Linear Model, and the concept of unbalanced designs. Not just a printed book, *Experimental Design and Analysis for Psychology* is enhanced by a range of online materials, all of which add to its value as an ideal teaching and learning resource. The Online Resource Centre features: For registered adopters: Figures from the book, available to download. Answers to exercises featured in the book. Online-only Part III: bonus chapters featuring more advanced material, to extend the coverage of the printed book. For students: A downloadable workbook, featuring exercises for self-study. S.A.S., S.P.S.S. and R companions, featuring program code and output for all major examples in the book tailored to these three software packages.

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