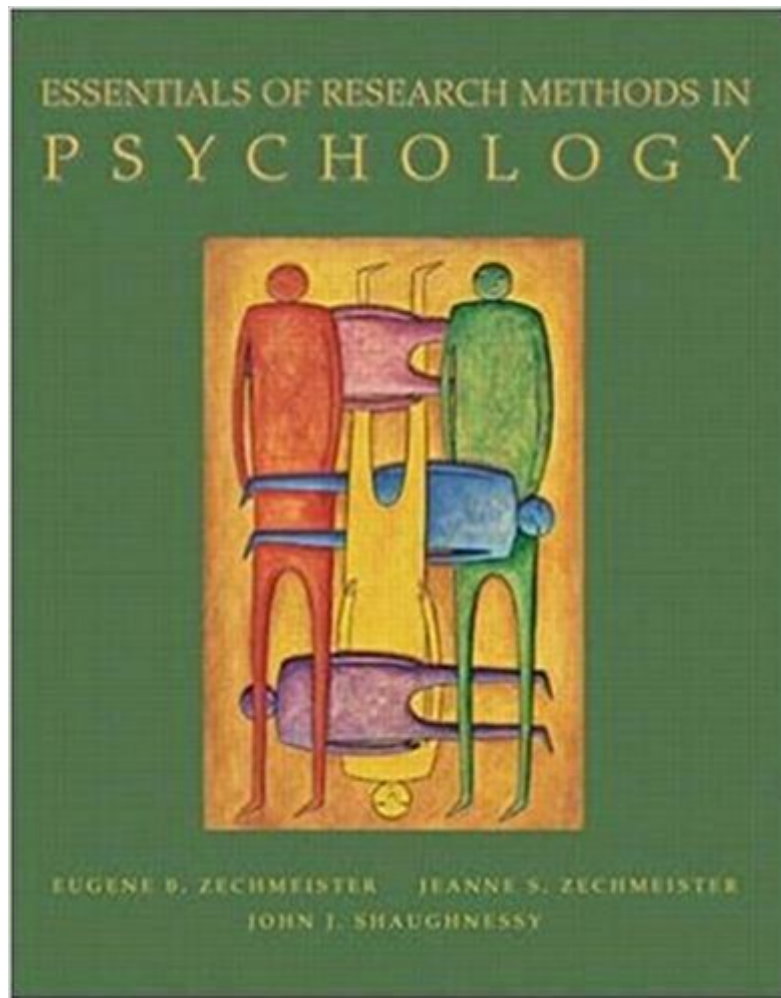




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Essentials Of Research Methods In Psychology



Synopsis

Essentials of Research Methods in Psychology by Jeannne S. Zechmeister, Eugene B. Zechmeister, and John J. Shaughnessy is designed to teach students the process of research (developing research ideas, forming a hypothesis, choosing a design, selecting the appropriate method, collecting, interpreting and reporting the results). A guide for the research process is introduced in the second chapter and reinforced as each method is introduced. The use of a consistent framework allows students to see the commonality of each method making the subsequent methods easier to learn. Essentials is based on the successful Research Methods in Psychology 5th edition text by the same authors. This text was completely rewritten in a more conversational style including the use of cartoons and insights from researchers describing how they conducted studies to appeal to students with little mathematical background. Case studies are used to show the use of appropriate methods and the ethical considerations inherent in the research process. This 250 page paperback text is ideal for a community college or for a four year university where brief coverage is desired.

Book Information

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Customer Reviews

Jeanne S. Zechmeister was an Associate Professor of Psychology at Loyola University of Chicago, where she taught undergraduate and graduate courses in research methodology since 1990.

Professor Zechmeister completed her B.A. at University of Wisconsin-Madison (1983) and her M.S. (1988) and Ph.D. (1990) in Clinical Psychology at Northwestern University. Her research focused on

psychological processes associated with forgiveness. Her effectiveness as a teacher is evidenced by her many years of high teacher ratings and by her being identified consistently each year by graduating seniors as one of their best teachers at Loyola. She has co-authored, with J.J. Shaughnessy and E.B. Zechmeister, the Research Methods in Psychology text since its 5th edition (McGraw-Hill, 2000, 2003, 2006) and Essentials of Research Methods in Psychology (McGraw-Hill, 2001). Dr. Zechmeister now writes professionally in Santa Fe, New Mexico. Eugene B. Zechmeister is Professor Emeritus of Psychology at Loyola University of Chicago, a large metropolitan university where he taught both undergraduate and graduate courses. For many years at Loyola he was the Undergraduate Program Director in Psychology. Professor Zechmeister completed his B.A. in 1966 at the University of New Mexico. He later received both his M.S. (1968) and Ph.D. (1970) from Northwestern University. Professor Zechmeister has authored books on human memory, critical thinking, and statistics, as well as research methods in psychology. He has been a Fellow of both the American Psychological Association (Divisions 1,2, and 3) and the Association for Psychological Science. In 1994, he was awarded the Loyola University Sujack Award for Teaching Excellence in the College of Arts and Sciences. He currently lives in Santa Fe, New Mexico. John J. Shaughnessy is a Professor of Psychology at Hope College, a relatively small, select, undergraduate liberal arts college in Holland, Michigan. After completing the B.S. degree at Loyola University of Chicago in 1969, he received his Ph.D. in 1972 from Northwestern University. He is a Fellow of the American Psychological Society whose recent research has focused on practical aspects of memory. He is coauthor, with Benton J. Underwood, of Experimentation in Psychology (Wiley, 1975). He was selected by students in 1992 as the Hope Outstanding Professor Educator. He has served as chairperson of the psychology department and as a mentor in the College's Faculty Development Program for younger faculty.

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I used this text for a research methods psychology course and found it to be a very easy to understand and to the point text. The author utilizes real life examples of research to clarify the concepts being taught. It was also a great guide and reference for the analytical part of the

course. Definately one of the better texts I have used.

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