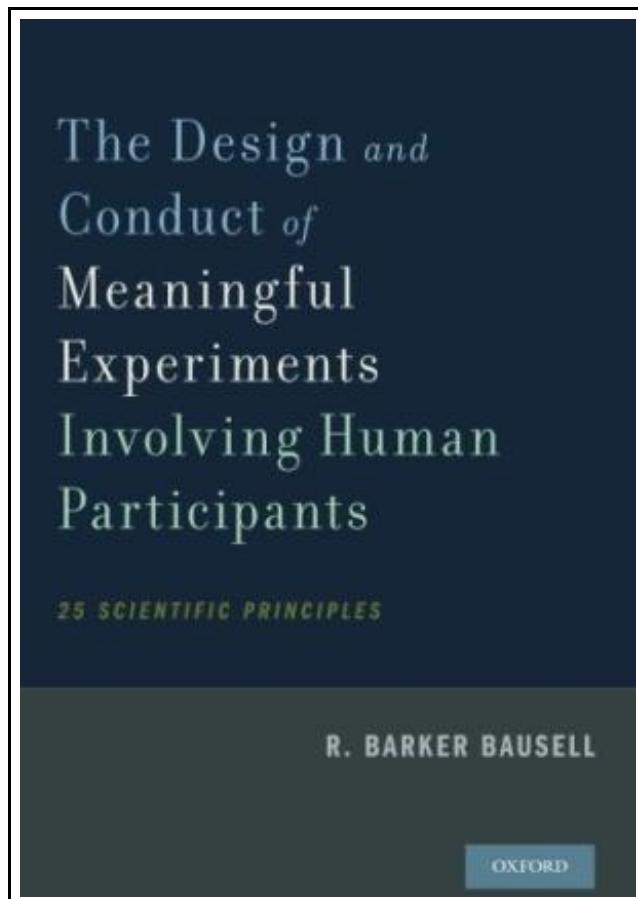


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Oxford University Press, United Kingdom, 2015. Paperback. Book Condition: New. 252 x 179 mm. Language: English . Brand New Book. Designing and conducting experiments involving human participants requires a skillset different from that needed for statistically analyzing the resulting data. The Design and Conduct of Meaningful Experiments Involving Human Participants combines an introduction to scientific culture and ethical mores with specific experimental design and procedural content. Author R. Barker Bausell assumes no statistical background on the part of the reader, resulting in a highly accessible text. Clear instructions are provided on topics ranging from the selection of a societally important outcome variable to potentially efficacious interventions to the conduct of the experiment itself. Early chapters introduce the concept of experimental design in an intuitive manner involving both hypothetical and real-life examples of how people make causal inferences. The fundamentals of formal experimentation, randomization, and the use of control groups are introduced in the same manner, followed by the presentation and explanation of common (and later, more advanced) designs. Replete with synopses of examples from the journal literature and supplemented by 25 experimental principles, this book is designed to serve as an interdisciplinary supplementary text for research-methods courses in the educational, psychological, behavioral, social, and health sciences. It also serves as an excellent primary text for methods seminar courses.

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