



# Research Methods and Statistics in Psychology

By Hugh Coolican

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## Research Methods and Statistics in Psychology By Hugh Coolican

This fifth edition of *Research Methods and Statistics in Psychology* has been revised and updated, providing students with the most readable and comprehensive survey of research methods, statistical concepts and procedures in psychology today.

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Unlike other introductory texts, there is discussion of commonly misunderstood concepts such as ecological validity, the null hypothesis and the role of cross-cultural psychology studies. Qualitative research is included in the central research methods chapters as well as being highlighted in specialist chapters which cover content analysis, grounded theory, interpretative phenomenological analysis (IPA), narrative analysis, discourse analysis and how to tackle a qualitative research project.

The book provides clear coverage of statistical procedures, and includes everything needed at undergraduate level from nominal level tests to multi-factorial ANOVA designs, multiple regression and log linear analysis. In addition, the book provides detailed and illustrated SPSS instructions (updated to version 16) for all statistical procedures, including data entry and interpreting output, thus eliminating the need for an extra SPSS textbook.

Each chapter contains a glossary, key terms and newly integrated exercises, ensuring that key concepts are understood. A companion website ([www.routledge.com/cw/coolican](http://www.routledge.com/cw/coolican)) provides additional exercises, revision flash cards, links to further reading and data for use with SPSS.

The bestselling research methods text for almost two decades, *Research Methods and Statistics in Psychology* remains an invaluable resource for students of psychology throughout their studies.

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## Research Methods and Statistics in Psychology By Hugh Coolican Bibliography

- Sales Rank: #1067973 in Books
- Published on: 2009-03-27
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 7.40" h x 1.30" w x 9.60" l, 3.30 pounds
- Binding: Paperback
- 714 pages

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#### Review

*"This is an excellent book. It covers the topic well but in simple language. I am going to recommend it to all of my students."* - **Abbygail Shrubb, Lecturer, University Centre at Blackburn College, UK**

#### About the Author

Hugh Coolican is a Senior Lecturer in Psychology at the University of Coventry, a Chartered Psychologist and external examiner at The Open University and Staffordshire University.

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