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Research Methods and Statistics in Psychology

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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.

The book assumes no prior knowledge, taking you through every stage of your research project in manageable steps. Advice on planning and conducting studies, analysing data and writing up practical reports is given, and examples provided, as well as advice on how to report results in conventional (APA) style.

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) provides additional exercises, revision flash cards, links to further reading and data for use with SPSS.

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