BRIEF CONTENTS

Preface About the Author	X\
About the Author	XX
About the Author	
Chapter 1 • Discovering Cause and Effect	1
Chapter 2 • Ethics and Famous Experiments in History	23
Chapter 3 • Theory, Literature, and Hypotheses	55
Chapter 4 • Types of Experiments	89
Chapter 5 • Internal and External Validity	111
Chapter 6 • Factorial Designs	145
Chapter 7 • Random Assignment	173
Chapter 8 • Sampling and Effects Sizes	211
Chapter 9 • Stimuli and Manipulation Checks	249
Chapter 10 • Instruments and Measurement	289
Chapter 11 • The Institutional Review Board and Conducting	
The Sourcy's Ethical Experiments	337
Glossary - Fisher's Plats and Tea	369
Index F. Skinner: Small Samples, High Tech	377