## **CONTENTS**

	Summary of Research Examples Preface	xv xvii
1	SCIENTIFIC THINKING IN PSYCHOLOGY	1
A	Why Take This Course?	2
	Ways of Knowing and American A	5
	Box 2.3: ORIGINS—Antivivised long and the AVA	5
	Use of Reason	5
	Empiricism maintained Research and APA Code for Animal Research	6
	The Ways of Knowing and Science	8
	Science as a Way of Knowing	9
	Science Assumes Determinism	9
	Science Makes Systematic Observations	10
	Science Produces Public Knowledge	10
	Box 1.1: ORIGINS—A Taste of Introspection	11
	Science Produces Data-Based Conclusions	12
	Science Produces Tentative Conclusions	13
	Science Asks Answerable Questions IggA aparagraphs also Dell'	14
	Science Develops Theories That Can Be Falsified	14
	Psychological Science and Pseudoscience 2-1 slamsx3 doneses9	15
	Recognizing Pseudoscience SUSUO Puzzey evitatiths UD tata Clarify	16
	Associates with True Science	17
	Box 1.2: CLASSIC STUDIES—Falsifying Phrenology	18
	Relies on Anecdotal Evidence	19
	Sidesteps the Falsification Requirement	20
	Reduce Complex Phenomena to Overly Simplistic Concepts	21
	The Goals of Research in Psychology	21
	The Relationship between Theory and Research aving adirozed	21
	Bo Predict HILS—Statistics that Misland sahood Toood to setudithA	22
	Explain ential Statistics and Explain entitle	22
	Box 3.2: CLASSIC STUDIES—Falsificetion and Derikluge Hans ylqqA	22
	A Passion for Research in Psychology	23
	Eleanor Gibson (1910–2002) Tablods aprilbriate abnually nomino	24
	B. F. Skinner (1904–1990)	25

2	ETHICS IN PSYCHOLOGICAL RESEARCH	30
	Box 2.1: CLASSIC STUDIES—Infants at Risk	31
	Developing a Code of Ethics for Psychological Science	32
	Ethical Guidelines for Research with Humans	35
	Weighing Benefits and Costs: The Role of the IRB	35
	Informed Consent and Deception in Research	38
	Box 2.2: ETHICS—Historical Problems with Informed Consent	39
	Informed Consent and Special Populations	41
	Use of Deception	42
	Treating Participants Well	43
	Research Ethics and the internet	46
	Ethical Guidelines for Research with Animals	47
	Animal Rights Ways of Knowing	48
	Box 2.3: ORIGINS—Antivivisection and the APA	50
	Using Animals in Psychological Research	52
	The APA Code for Animal Research	52
	Justifying the Study energy bas galwank to ave WerdT	52
	Caring for the Animals Using Animals for Educational Purposes	53
	C-ii'G	53
	SHOUBAISEOG DIBITISIS ES ESTETA	54
	Data Falsification Rowledge Produces Public Knowledge	
3	DEVELOPING IDEAS FOR RESEARCH IN PSYCHOLOGY	60
	Varieties of Psychological Research autono O evitaine T appulogical enterior	61
	The Goals: Basic versus Applied Research Identification A 2012 A consistence of the Control of t	61
	The Setting: Laboratory versus Field Research Tagoleve Cleanel 2	63
	Research Example 1—Combining Laboratory and Field Studies	64
	The Data: Quantitative versus Qualitative Research of phisingoods?	66
	Asking Empirical Questions equal of the set	67
	Operational Definitions of Palalyling Photosocial Security (Palalyling Photosocial Palalyling Photosocial Photosoc	67 69
	Developing Research from Observations of Behavior and Serendipity	70
	Box 3.1: ORIGINS—Serendipity and Edge Detectors	70
	Developing Research from Theory Snemoned 9 xelamo 3 soubs 9  The Nature of Theory (2000 of 1) (2000 of 1)	71
	The Hadare of Theory	72
	The Relationship between Theory and Research	74
	Attributes of Good Theories	74
	Falsification  Box 3.2: CLASSIC STUDIES—Falsification and Der Kluge Hans	75
		77
	Parsimony Common Misunderstandings about Theory OPP1 nordia nonsola	78
	Developing Research from Other Research (0001-4001) tennists 3 .8	78
	Research Teams and the "What's Next?" Question	79
	Research Example 2 – "What's Next?"	80
	Replication	82

Contents vii

	■ Box 3.3: ETHICS—Questionable Research Practices	
	and Replication Remedies	83
	Creative I ninking in Science	84
	Reviewing the Literature	86
	Computerized Database Searches	86
	Search Tips	87
	Search Results	88
4	SAMPLING, MEASUREMENT, AND HYPOTHESIS TESTING	93
136	Who to Measure—Sampling Procedures ald a hard and a prince and a princ	94
	Probability Sampling	94
	Random Sampling of policy and I was allowed to see a second of the secon	94
	Stratified Sampling Conclusions When Using White Stratified Sampling	95
	Cluster Sampling A base alog odos 23 (2017) 5122A 15 15 2 x 88	95
	Nonprobability Sampling	96
	What to Measure—Varieties of Behavior	96
	Developing Measures from Constructs	97
	Research Example 3—Testing Constructs Using Habituation	98
	Research Example 4—Testing Constructs Using Reaction Time	99
	Box 4.1: ORIGINS—Reaction Time: From Mental Chronometry to Mental Rotation	100
		101
	Evaluating Measures ————————————————————————————————————	101
	Reliability	103
	Validity  Research Example 5—Construct Validity	103
	Baliahility and Validity	105
	C-l (M	105
	Sint to Gillouries Control	106
	California Statement Multiliant Designer	107
	La Carlo Company in 162 All Historia Indiana data Cara an	108
	Interval Scales  Box 4.2: CLASSIC STUDIES—Measuring Somatotypes of Magazines	100
	on an Interval Scale: Hoping for 4-4-4	108
	Ratio Scales	109
	A Final Note on Internal Validity, Confounding, 2000 sixty Statistical Analysis	110
	Descriptive and Inferential Statistics wholes I smetted box	111
	Descriptive Statistics	111
	Box 4.3: ETHICS—Statistics that Mislead	116
	Inferential Statistics	117
	Null Hypothesis Significance Testing	118
	Type I and Type II Errors	120
	Interpreting Failures to Reject H <sub>0</sub> memngias A mobiles	121
	Beyond Null Hypothesis Significance Testing	122
	Within-Subjects Designs Round Groups english Size	123
	Confidence Intervals Controlling Order Effects and Plane Both Plan	124
	Testing Once per Condition equals lating Once per Condition	125

5	INTRODUCTION TO EXPERIMENTAL RESEARCH	129
60	Essential Features of Experimental Research	130
	■ Box 5.1: ORIGINS—John Stuart Mill and the Rules	101
	of Inductive Logic	131
	Establishing Independent Variables	132
	Varieties of Manipulated Independent Variables	132
	Control Groups	133 133
	Research Example 6—Experimental and Control Groups	134
	Controlling Extraneous Variables	136
	Measuring Dependent variables	137
	Subject Variables	138
	Research Example 7—Using Subject Variables	140
	Drawing Conclusions When Using Subject Variables	141
	Box 5.2: CLASSIC STUDIES—Bobo Dolls and Aggression	143
	The Validity of Experimental Research	143
	Statistical Conclusion Validity	144
	Construct Validity	144
	External Validity	144
	Other Populations  - 5 2 57 UCS Page viting Participants: Everyone's	
	Box 5.3: ETHICS—Recruiting Participants: Everyone's	145
	III the root	147
	Other Times	148
	A Note of Caution about External Validity	148
	Internal Validity	148
	Threats to Internal Validity	149
		149
		15
	Regression to the Mean	15
	Testing and Instrumentation	15
	Destining and Droblems standard partition of the College of the Co	15
	Subject Selection Effects	15
	ATTRITION	
	A Final Note of Internal Values,	15
	and External Validity solvations as the second second to the second seco	
11	6 METHODOLOGICAL CONTROL IN EXPERIMENTAL RESEARCH	15
7	Solision and an analysis and analysis and an analysis analysis analysis analysis analysis and an analysis anal	1
		1
	Pandam Assignment	1
	Matching Matching	1
	Within-Subjects Designs	1
	Within-Subjects 20019.10	1
	Controlling Credition	1
	Complete Counterbalancing	1
	Partial Counterbalancing	1

17

Contents ix

	Testing More than Once per Condition	171
	Reverse Counterbalancing	172
	Block Randomization	172
	Research Example 8—Counterbalancing with Block	
	Randomization Randomization	173
	Methodological Control in Developmental Research	174
	Box 6.1: CLASSIC STUDIES—The Record for Repeated Measures	176
	Controlling for the Effects of Bias	177
	Experimenter Bias	177
	Controlling for Experimenter Bias	178
	Research Example 9—Using a Double Blind Procedure	179 180
	Participant Bias  Pay 4.2: ORIGINS - Productivity at Western Floatric	181
	Box 6.2: ORIGINS—Productivity at Western Electric  Research Example 10—Demand Characteristics	182
	Controlling for Participant Bias	183
	Box 6.3: ETHICS—Research Participants Have Responsibilities Too	185
	polynaisarsinua iliw	100
7	EXPERIMENTAL DESIGN I: SINGLE-FACTOR DESIGNS	189
32.7	Single Factor—Two Levels	190
	Between-Subjects, Single-Factor Designs	191
	Research Example 11—Two-Level Independent Groups Design	192
	Research Example 12— Two-Level Matched Groups Design	193
	Research Example 13— Two-Level Ex Post Facto Design	194
	Within-Subjects, Single-Factor Designs	194
	Box 7.1: CLASSIC STUDIES—Psychology's Most Widely	105
	Replicated Finding?	195
	Research Example 14—Two-Level Repeated Measures Design	196 198
	Single Factor—More Than Two Levels	190
	Between-Subjects, Multilevel Designs  Research Example 15—Multilevel Independent Groups Design	199
	Within-Subjects, Multilevel Designs	201
	Research Example 16—Multilevel Repeated Measures Design	201
	Analyzing Data from Single-Factor Designs	202
	Presenting the Data	202
	Types of Graphs	203
	Box 7.2: ORIGINS—The Ebbinghaus Forgetting Curve	204
	Analyzing the Data	206
	Statistics for Single-Factor, Two-Level Designs	206
	Statistics for Single-Factor, Two-Level Designs	207
	Special-Purpose Control Group Designs	209
	Placebo Control Group Designs	209
	Wait List Control Group Designs	210
	Box 7.3: ETHICS—Who's in the Control Group?	210
	Research Example 17—Using Both Placebo	040
	and Wait List Control Groups	212
	Yoked Control Group Designs  Research Example 18—A Yoked Control Group	213
	Research Example 10—A TOKEO CONTOUR	/ [.]

8	EXPERIMENTAL DESIGN II: FACTORIAL DESIGNS AND SHOW DAILS IN	219
77	Essentials of Factorial Designs	220
	Identifying Factorial Designs	220
	Outcomes—Main Effects and Interactions	221
	Main Effects Manual Medical Company of the Manual Company of the M	221
	Research Example 19—Main Effects	223
	Interactions	225
	Because Example 20 An Interaction with No Main Effects	226
	Latarastiana Camatimas Trump Main Effects	228
	Combinations of Main Effects and Interactions	229
	Creating Graphs for the Results of Factorial Designs	232
	Box 8.1: CLASSIC STUDIES—To Sleep, Perchance to Recall	235
	Varieties of Factorial Designs	237
	15	238
	- 1.5 1.04 4.14: 15 4.11	ins 141
	with Counterbalancing	239
	D L F L 22 A Missad Factorial	THE EN
	without Counterbalancing	240
	Factorials with Subject and Manipulated Variables:	
	P × E Designs	241
	The E Boolgito	
	Tresearch Example 20 711 determine 2015	244
	With a 1 1 E little detical.	
	with Two Main Effects and and an analysis and asset and an arrangement of the state	245
	Recruiting Participants for Factorial Designs AUUTZ MZZAJO MAXXXII	246
	Box 8.2: ETHICS—On Being a Competent and Ethical Researcher	248
	Analyzing Data from Factorial Designs	249
	Box 8.3: ORIGINS—Factorials Down on the Farm	250
	Between-Subjects, Multilevel Designs orange and of moissances	
9	NON-EXPERIMENTAL DESIGN I: SURVEY METHODS	255
10	Survey Research	256
	Box 9.1: ORIGINS—Creating the "Questionary"	256
	Committee Leaves in Curron Passarch	257
	Community David all size Assessment	259
		259
		259
	A LIZ-J-J-J-J	262
	A Li - Dana and his Information	262
	A Kay Brahlam Curyay Marding	263
	Callesting Currey Data	266
	In Person Interviews	266
	Mailed Written Surveys	267
	Phone Surveys	268
	Onlino Survoye	268
	Ethical Considerations	269
	Box 9.2: ETHICS—Using and Abusing Surveys	269
	Research Example 25—A Survey of College Students'	
	Study Strategies	270

Contents	X
	Т

	Analyzing Data from Non-Experimental Methods	272
	Correlation: Describing Relationships	272
	Scatterplots	273
	Correlation Coefficients Advantage Asset and an appropriate to the control of the	275
	Coefficient of Determination	276
	Be Aware of Outliers	277
	Regression: Making Predictions	277
	Research Example 26 – Regression and Multiple Regression	280
	Interpreting Correlational Results and September 2015	282
	Directionality	282
	Research Example 27—Correlations and Directionality	283
	Third Variables The Research and Third Variables The Research and Third Variables	284
	Combining Non-Experimental and Experimental Methods	286
	Research Example 28—Combining Methods	286
10	NON-EXPERIMENTAL DESIGN II: OBSERVATIONAL AND ARCHIVAL	
33	METHODS ROUTE AND	291
	Observational Research	292
	Varieties of Observational Research	292
	Naturalistic Observation	293
	Participant Observation	294
	Box 10.1: CLASSIC STUDIES—When Prophecy Fails	294
	Challenges Facing Observational Methods	295
	Absence of Control	295
	Observer Bias	296
	Participant Reactivity  Ethics	297
	■ Box 10.2: ETHICS—A Matter of Privacy	298 298
	Research Example 29—A Naturalistic Observation	299
	Research Example 30—A Covert Participant Observation	301
	Analyzing Qualitative Data from Non-Experimental Designs	302
	Archival Research	303
	Archival Data	304
	Research Example 31—A Non-Experimental Design	
	Using Archival Data angiaed Iswanbul/W	305
	Analyzing Archival Data 3-A-8-A nA-88 sigmsx3 doiseas?	307
	Meta-Analysis—A Special Case of Archival Research	308
	Research Example 32—Meta-analysis and Psychology's	
	First Registered Replication Report (RRR)	309
38		
11	QUASI-EXPERIMENTAL DESIGNS AND APPLIED RESEARCH	313
	Beyond the Laboratory Evaluating Single-Subject Designs	314
	Research Example 33—Applied Research	315
	Applied Psychology in Historical Context	316
	Box 11.1: CLASSIC STUDIES—The Hollingworth's, Applied	
	Psychology, and Coca-Cola	318
	Design Problems in Applied Research	310

xii

## CONTENTS

	Quasi-Experimental Designs and Malatan Market and Market and Control of the Contr	320
	Nonequivalent Control Group Designs 197 pmd 1929 0 model and 1970 pmd 1920 0 model and 1970 pmd 1920 0 model and 1970 0 model	320
	Outcomes	321
	Regression to the Mean and Matching	322
	Research Example 34—A Nonequivalent Control	201
	Group Design	325
	Research Example 35—A Nonequivalent Control Group	327
	Design Without Pretests  Interrupted Time Series Designs	327
	Considerate Consideration of the Constitution	328
	Research Example 36—An Interrupted Time Series Design	329
	Variations on the Basic Time Series Design	330
	Program Evaluation	332
	Box 11.2: ORIGINS—Reforms as Experiments	332
042	Planning for Programs—Needs Analysis	333
	Research Example 37—Assessing Need in Program Evaluation	334
	Monitoring Programs—Formative Evaluation	335
	Evaluating Outcomes—Summative Evaluation	336
	Weighing Costs—Cost-Effectiveness Analysis	337
	A Note on Qualitative Data Analysis	338
	Box 11.3: ETHICS—Evaluation Research and Ethics	338
12	Participant Observation	0.40
12		343
	Research in Psychology Began with Small N	344
	Box 12.1: ORIGINS—Cats in Puzzle Boxes	346
	Box 12.1: ORIGINS—Cats in Puzzle Boxes Reasons for Small N Designs	
	Box 12.1: ORIGINS—Cats in Puzzle Boxes Reasons for Small N Designs Occasional Misleading Results from Statistical Summaries	346 347
	Box 12.1: ORIGINS—Cats in Puzzle Boxes Reasons for Small N Designs Occasional Misleading Results from Statistical Summaries of Grouped Data	346 347 347
	Box 12.1: ORIGINS—Cats in Puzzle Boxes Reasons for Small N Designs Occasional Misleading Results from Statistical Summaries of Grouped Data Practical and Philosophical Problems with Large N Designs	346 347 347 349
	Box 12.1: ORIGINS—Cats in Puzzle Boxes Reasons for Small N Designs Occasional Misleading Results from Statistical Summaries of Grouped Data Practical and Philosophical Problems with Large N Designs The Experimental Analysis of Behavior	346 347 347 349 350
	Box 12.1: ORIGINS—Cats in Puzzle Boxes Reasons for Small N Designs Occasional Misleading Results from Statistical Summaries of Grouped Data Practical and Philosophical Problems with Large N Designs The Experimental Analysis of Behavior Applied Behavior Analysis	346 347 347 349 350 353
	■ Box 12.1: ORIGINS—Cats in Puzzle Boxes  Reasons for Small N Designs  Occasional Misleading Results from Statistical Summaries of Grouped Data  Practical and Philosophical Problems with Large N Designs  The Experimental Analysis of Behavior  Applied Behavior Analysis  Box 12.2: ETHICS—Controlling Human Behavior	346 347 347 349 350 353 353
	■ Box 12.1: ORIGINS—Cats in Puzzle Boxes  Reasons for Small N Designs  Occasional Misleading Results from Statistical Summaries of Grouped Data  Practical and Philosophical Problems with Large N Designs  The Experimental Analysis of Behavior  Applied Behavior Analysis  Box 12.2: ETHICS—Controlling Human Behavior  Small N Designs in Applied Behavior Analysis	346 347 347 350 353 353 355
	■ Box 12.1: ORIGINS—Cats in Puzzle Boxes  Reasons for Small N Designs  Occasional Misleading Results from Statistical Summaries of Grouped Data  Practical and Philosophical Problems with Large N Designs  The Experimental Analysis of Behavior  Applied Behavior Analysis  Box 12.2: ETHICS—Controlling Human Behavior  Small N Designs in Applied Behavior Analysis  Elements of Single-Subject Designs	346 347 347 350 353 353 355 355
	■ Box 12.1: ORIGINS—Cats in Puzzle Boxes  Reasons for Small N Designs  Occasional Misleading Results from Statistical Summaries of Grouped Data  Practical and Philosophical Problems with Large N Designs  The Experimental Analysis of Behavior  Applied Behavior Analysis  Box 12.2: ETHICS—Controlling Human Behavior  Small N Designs in Applied Behavior Analysis  Elements of Single-Subject Designs  Withdrawal Designs	346 347 347 349 350 353 355 355 356
	■ Box 12.1: ORIGINS—Cats in Puzzle Boxes  Reasons for Small N Designs  Occasional Misleading Results from Statistical Summaries of Grouped Data  Practical and Philosophical Problems with Large N Designs  The Experimental Analysis of Behavior  Applied Behavior Analysis  ■ Box 12.2: ETHICS—Controlling Human Behavior  Small N Designs in Applied Behavior Analysis  Elements of Single-Subject Designs  Withdrawal Designs  Research Example 38—An A-B-A-B Design	346 347 347 349 350 353 355 355 356 357
	Reasons for Small N Designs Occasional Misleading Results from Statistical Summaries of Grouped Data Practical and Philosophical Problems with Large N Designs The Experimental Analysis of Behavior Applied Behavior Analysis Box 12.2: ETHICS—Controlling Human Behavior Small N Designs in Applied Behavior Analysis Elements of Single-Subject Designs Withdrawal Designs Research Example 38—An A-B-A-B Design Multiple Baseline Designs	346 347 347 350 353 353 355 356 357 357
	■ Box 12.1: ORIGINS—Cats in Puzzle Boxes  Reasons for Small N Designs  Occasional Misleading Results from Statistical Summaries of Grouped Data  Practical and Philosophical Problems with Large N Designs  The Experimental Analysis of Behavior  Applied Behavior Analysis  Box 12.2: ETHICS—Controlling Human Behavior  Small N Designs in Applied Behavior Analysis  Elements of Single-Subject Designs  Withdrawal Designs  Research Example 38—An A—B—A—B Design  Multiple Baseline Designs  Research Example 39—A Multiple Baseline Design	346 347 347 350 353 353 355 356 357 360
	■ Box 12.1: ORIGINS—Cats in Puzzle Boxes  Reasons for Small N Designs  Occasional Misleading Results from Statistical Summaries of Grouped Data  Practical and Philosophical Problems with Large N Designs  The Experimental Analysis of Behavior  Applied Behavior Analysis  Box 12.2: ETHICS—Controlling Human Behavior  Small N Designs in Applied Behavior Analysis  Elements of Single-Subject Designs  Withdrawal Designs  Research Example 38—An A-B-A-B Design  Multiple Baseline Designs  Research Example 39—A Multiple Baseline Design  Changing Criterion Designs	346 347 347 349 350 353 355 355 357 357 360 360
	Reasons for Small N Designs Occasional Misleading Results from Statistical Summaries of Grouped Data Practical and Philosophical Problems with Large N Designs The Experimental Analysis of Behavior Applied Behavior Analysis Box 12.2: ETHICS—Controlling Human Behavior Small N Designs in Applied Behavior Analysis Elements of Single-Subject Designs Withdrawal Designs Research Example 38—An A–B–A–B Design Multiple Baseline Designs Research Example 39—A Multiple Baseline Design Changing Criterion Designs Research Example 40—A Changing Criterion Design	346 347 347 349 350 353 355 355 356 357 360 360 361
	Reasons for Small N Designs Occasional Misleading Results from Statistical Summaries of Grouped Data Practical and Philosophical Problems with Large N Designs The Experimental Analysis of Behavior Applied Behavior Analysis Box 12.2: ETHICS—Controlling Human Behavior Small N Designs in Applied Behavior Analysis Elements of Single-Subject Designs Withdrawal Designs Research Example 38—An A–B–A–B Design Multiple Baseline Designs Research Example 39—A Multiple Baseline Design Changing Criterion Designs Research Example 40—A Changing Criterion Design Alternating Treatments Designs	346 347 347 350 353 353 355 356 357 360 360 361 363
	Reasons for Small N Designs Occasional Misleading Results from Statistical Summaries of Grouped Data Practical and Philosophical Problems with Large N Designs The Experimental Analysis of Behavior Applied Behavior Analysis Box 12.2: ETHICS—Controlling Human Behavior Small N Designs in Applied Behavior Analysis Elements of Single-Subject Designs Withdrawal Designs Research Example 38—An A–B–A–B Design Multiple Baseline Designs Research Example 39—A Multiple Baseline Design Changing Criterion Designs Research Example 40—A Changing Criterion Design Alternating Treatments Designs Research Example 41—An Alternating Treatments Design	346 347 347 349 350 353 355 355 357 360 360 361 363 363
	Reasons for Small N Designs Occasional Misleading Results from Statistical Summaries of Grouped Data Practical and Philosophical Problems with Large N Designs The Experimental Analysis of Behavior Applied Behavior Analysis Box 12.2: ETHICS—Controlling Human Behavior Small N Designs in Applied Behavior Analysis Elements of Single-Subject Designs Withdrawal Designs Research Example 38—An A–B–A–B Design Multiple Baseline Designs Research Example 39—A Multiple Baseline Design Changing Criterion Designs Research Example 40—A Changing Criterion Design Alternating Treatments Designs Research Example 41—An Alternating Treatments Design Evaluating Single-Subject Designs	346 347 347 350 353 353 355 355 357 360 361 363 363 363
	Reasons for Small N Designs Occasional Misleading Results from Statistical Summaries of Grouped Data Practical and Philosophical Problems with Large N Designs The Experimental Analysis of Behavior Applied Behavior Analysis Box 12.2: ETHICS—Controlling Human Behavior Small N Designs in Applied Behavior Analysis Elements of Single-Subject Designs Withdrawal Designs Research Example 38—An A-B-A-B Design Multiple Baseline Designs Research Example 39—A Multiple Baseline Design Changing Criterion Designs Research Example 40—A Changing Criterion Design Alternating Treatments Designs Research Example 41—An Alternating Treatments Design Evaluating Single-Subject Designs Case Study Designs	346 347 347 350 353 353 355 356 357 360 361 363 365 365
	Reasons for Small N Designs Occasional Misleading Results from Statistical Summaries of Grouped Data Practical and Philosophical Problems with Large N Designs The Experimental Analysis of Behavior Applied Behavior Analysis Box 12.2: ETHICS—Controlling Human Behavior Small N Designs in Applied Behavior Analysis Elements of Single-Subject Designs Withdrawal Designs Research Example 38—An A–B–A–B Design Multiple Baseline Designs Research Example 39—A Multiple Baseline Design Changing Criterion Designs Research Example 40—A Changing Criterion Design Alternating Treatments Designs Research Example 41—An Alternating Treatments Design Evaluating Single-Subject Designs	346 347 347 350 353 353 355 355 357 360 361 363 363 363

xiii

Contents

	ontents
EPILOGUE: WHAT I LEARNED IN MY RESEARCH METHODS COURSE	376
APPENDIX A COMMUNICATING THE RESULTS	
OF RESEARCH IN PSYCHOLOGY	379
Research Reports and APA-Style	379
General Guidelines	380
Writing Style	380
Using Numbers	380
Reducing Bias in Language	382
Avoiding Plagiarism	383
Main Sections of the Research Report	384
Presentations and Posters	395
Tips for Presenting a Paper	395
Tips for Presenting a Poster	395
APPENDIX B ANSWERS TO SELECTED END-OF-CHAPTER	
APPLICATIONS EXERCISES	399
Chapter 1. Scientific Thinking in Psychology	399
Chapter 2. Ethics in Psychological Research	400
Chapter 3. Developing Ideas for Research in Psychology	400
Chapter 4. Sampling, Measurement, and Hypothesis Testing	401
Chapter 5. Introduction to Experimental Research	402
Chapter 6. Methodological Control in Experimental Research	403
Chapter 7. Experimental Design I: Single-Factor Designs	405
Chapter 8. Experimental Design II: Factorial Designs	408
Chapter 9. Non-Experimental Design I: Survey Methods	410
Chapter 10. Non-Experimental Design II: Observational	110
and Archival Methods	411
Chapter 11. Quasi-Experimental Designs and Applied Research	411
Chapter 12. Small N Designs	413
Appendix A. Communicating the Results of Research in Psychology	414
174 ( 13 ) Two Level Ex Post Faces Denien	
Glossary	416
References	430
Index	451