

Contents in Brief

Preface xvii

CHAPTER 1	Psychology As a Science: Thinking Like a Researcher	1
CHAPTER 2	The Research Process: From Ideas to Innovations	27
CHAPTER 3	Ethics and Open Science: Upholding Scientific Integrity in Research	57
CHAPTER 4	The Psychologist's Toolbox: Tools for Building Better Designs	91
CHAPTER 5	Qualitative Research: Getting into the Mind of a Serial Killer	129
CHAPTER 6	Observational Research: The Many Forms of Discipline in a Parent's Bag of Tricks	167
CHAPTER 7	Correlational Research and Survey Design: Is Going Greek a Great Idea?	205
CHAPTER 8	Two-Group Design: Texting: I Can't Get You Out of My Mind	251
CHAPTER 9	Multigroup Design: I'm Feeling Hot, But Is the Earth Hot, Too?	291
CHAPTER 10	Within-Subjects Design: Can Watching Reality TV Shows Be Good for Us?	325
CHAPTER 11	Factorial Design: "I Lost My Phone Number, Can I Borrow Yours?" Do Pick-Up Lines Really Work?	361

CHAPTER 12	Mixed Design: How Do Mindfulness and Bed-Sharing With Pets Impact Stress? 401
CHAPTER 13	Program Evaluation: Applying Your Skills in the Real World 445
APPENDIX A	Statistical Tools for Answering Research Questions 487
APPENDIX B	Communicating the Science of Psychology 501
Glossary	G-1
References	R-1
Name Index	NI-1
Subject Index	SI-1