BRIEF CONTENTS

A Note to the Student: Why We Wrote This Book xviii

Acknowledgments xx

And Now, About the Seventh Edition . . . xxi

About the Authors xxv

PART I • YIPPEE! I'M IN STATISTICS! 1

Chapter 1 • Statistics or Sadistics? It's Up to You 4

PART II • ΣIGMA FREUD AND DESCRIPTIVE STATISTICS 19

Chapter 2 • Computing and Understanding Averages: Means to an End 21

Chapter 3 • Understanding Variability: Vive la Différence 41

Chapter 4 • Creating Graphs: A Picture Really Is Worth a Thousand Words 56

Chapter 5 • Computing Correlation Coefficients: Ice Cream and Crime 76

Chapter 6 • An Introduction to Understanding Reliability and Validity: Just the Truth 103

PART III • TAKING CHANCES FOR FUN AND PROFIT 125

Chapter 7 • Hypotheticals and You: Testing Your Questions 127

Chapter 8 • Probability and Why It Counts: Fun With a Bell-Shaped Curve 140

PART IV • SIGNIFICANTLY DIFFERENT: USING INFERENTIAL STATISTICS 165

Chapter 9 • Significantly Significant: What It Means for You and Me 167

Chapter 10 • The One-Sample *z* Test: Only the Lonely 186

Chapter 11 • *t*(ea) for Two: Tests Between the Means of Different Groups 199

Chapter 12 • *t*(ea) for Two (Again): Tests Between the Means of Related Groups 215

Chapter 13 • Two Groups Too Many? Try Analysis of Variance 229

Chapter 14 • Two Too Many Factors: Factorial Analysis of Variance—A Brief Introduction 247

Chapter 15 • Testing Relationships Using the Correlation Coefficient: Cousins or Just Good Friends? 262

Chapter 16 • Using Linear Regression: Predicting the Future 274

PART V • MORE STATISTICS! MORE TOOLS! MORE FUN! 293

Chapter 17 • Chi-Square and Some Other Nonparametric Tests: What to Do When You're Not Normal 295

Chapter 18 • Some Other (Important) Statistical Procedures You Should Know About 311

Chapter 19 • Data Mining: An Introduction to Getting the Most Out of Your BIG Data 319

Appendix A: SPSS Statistics in Less Than 30 Minutes 334

Appendix B: Tables 354

Appendix C: Data Sets 367

Appendix D: Answers to Practice Questions 407

Appendix E: Math: Just the Basics 443

Appendix F: A Statistical Software Sampler 447

Appendix G: The 10 (or More) Best (and Most Fun) Internet Sites for Statistics Stuff 455

Appendix H: The 10 Commandments of Data Collection 459

Appendix I: The Reward: The Brownie Recipe 462

Glossary 464

Index 468