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Geoffrey Keppel During his 47 years at UC Berkeley, Keppel served as dean of social sciences, chair of the Department of Psychology and director of the Institute of Human Learning. His accolades include a Distinguished Teaching Award in 1993 and, at the time of his retirement in 1994, the prestigious Berkeley Citation.

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Includes established theories and cutting-edge developments. Presents the work of an international group of experts. Presents the nature, origin, implications, an future course of major unresolved issues in the area.

This book introduces multiple-latent variable models by utilizing path diagrams to explain the underlying relationships in the models. This approach helps less mathematically inclined students grasp the underlying relationships between path analysis, factor analysis, and structural equation modeling more easily. A few sections of the book make use of elementary matrix algebra. An appendix on the topic is provided for those who need a review. The author maintains an informal style so as to increase the book's accessibility. Notes at the end of each chapter provide some of the more technical details. The book is not tied to a particular computer program, but special attention is paid to LISREL, EQS, AMOS, and Mx. New in the fourth edition of Latent Variable Models: *a data CD that features the correlation and covariance matrices used in the exercises; *new sections on missing data, non-normality, mediation, factorial invariance, and automating the construction of path diagrams; and *reorganization of chapters 3-7 to enhance the flow of the book and its flexibility for teaching. Intended for advanced students and researchers in the areas of social, educational, clinical, industrial, consumer, personality, and developmental psychology, sociology, political science, and marketing, some prior familiarity with correlation and regression is helpful.

Content analysis is one of the most important but complex research methodologies in the social sciences. In this thoroughly updated Second Edition of The Content Analysis Guidebook, author Kimberly Neuendorf provides an accessible core text for upper-level undergraduates and graduate students across the social sciences. Comprising step-by-step instructions and practical advice, this text unravels the complicated aspects of content analysis.

Master the essential skills for designing and conducting a successful research project Essentials of Research Design and Methodology contains practical information on how to design and conduct scientific research in the behavioral and social sciences. This accessible guide covers basic to advanced concepts in a clear, concrete, and readable style. The text offers students and practitioners in the behavioral sciences and related disciplines important insights into identifying research topics, variables, and methodological approaches. Data collection and assessment strategies, interpretation methods, and important ethical considerations also receive significant coverage in this user-friendly guide. Essentials of Research Design and Methodology is the only available resource to condense the wide-ranging topics of the field into a concise, accessible format for handy and quick reference. As part of the Essentials of Behavioral Science series, this book offers a thorough review of the most relevant topics in research design and methodology. Each concise chapter features numerous callout boxes highlighting key concepts, bulleted points, and extensive illustrative material, as well as "Test Yourself" questions that help you gauge and reinforce your grasp of the information covered.

An essential textbook for any student or researcher in biology needing to design experiments, sample programs or analyse the resulting data. The text begins with a revision of estimation and hypothesis testing methods, covering both classical and Bayesian philosophies, before advancing to the analysis of linear and generalized linear models. Topics covered include linear and logistic regression, simple and complex ANOVA models (for factorial, nested, block, split-plot and repeated measures and covariance designs), and log-linear models. Multivariate techniques, including classification and ordination, are then introduced. Special emphasis is placed on checking assumptions, exploratory data analysis and presentation of results. The main analyses are illustrated with many examples from published papers and there is an extensive reference list to both the statistical and biological literature. The book is supported by a website that provides all data sets, questions for each chapter and links to software.

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