



Social Science Research Design and Statistics: A Practitioner's Guide to Research Methods and SPSS Analysis

Alfred P. Rovai, Jason D. Baker, Michael K. Ponton

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This book integrates social science research methods and the descriptions of 46 univariate, bivariate, and multivariate tests to include a description of the purpose, assumptions, example research question and hypothesis, SPSS procedure, and interpretation of SPSS output for each test. Included throughout the book are various sidebars highlighting key points, images and SPSS screenshots to assist understanding the material presented, self-test reviews at the end of each chapter, a decision tree to facilitate identification of the proper statistical test, examples of SPSS output with accompanying analysis and interpretations, links to relevant web sites, and a comprehensive glossary. Underpinning all these features is a concise, easy to understand explanation of the material.

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