



Introduction to Behavioral Research Methods (5th Edition)

By Mark R. Leary

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Taking into consideration the four basic approaches to behavioral research (descriptive research, correlational research, experimental research, and quasi-experimental research), *Introduction to Behavioral Research Methods* shows students how to conceptualize questions, measure variables, design studies, and analyze data.

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Editorial Review

From the Back Cover

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***Introduction to Behavioral Research Methods* shows students how to conceptualize questions, measure variables, design studies, and analyze data.** It takes into consideration the four basic approaches to behavioral research (descriptive, correlational, experimental, and quasi-experimental). Chapters on research ethics and scientific writing (including the most recent version of APA style) round out the book. Throughout each chapter, boxes titled “Developing Your Research Skills” and “Behavioral Research Case Study” provide practical examples and motivate student interest. Fully updated, the fifth edition contains new sections on the importance of psychological research that uses animals as participants, and conducting studies on the Internet. It also provides enhanced discussion of neuroimaging methods and other timely topics.

About the Author

Mark R. Leary, Ph. D., Professor of Psychology and Neuroscience at Duke University, received his B.A. from West Virginia Wesleyan College (1976) and his doctorate from the University of Florida (1980). He taught at Denison University, the University of Texas at Austin, and Wake Forest University before moving to Duke. Dr. Leary’s research and writing focus on social motivation and emotion, areas in which he has published more than 150 scholarly articles and chapters. Dr. Leary is a Fellow of the American Psychological Association, the Society for Personality and Social Psychology, and the Association for Psychological Science, as well as a member of the International Association for Relationship Research and the International Society for Self and Identity. Dr. Leary was the founding editor of *Self and Identity*, a new scholarly journal, and served for nine years as Associate Editor of the *Journal of Social and Clinical Psychology*. He has also served on the editorial review boards of the *Journal of Personality and Social Psychology*, *Journal of Personality*, *Personality and Social Psychology Bulletin*, *Personality and Social Psychology Review*, and *Emotion*.

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