

<<行为研究纲要>>

图书基本信息

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内容概要

这是一本经典的高级研究方法教材。
两位作者分别用几十年的时间从事心理学教学和研究工作，其研究重心又集中在心理学研究方法和数据分析方面。
他们在这方面进行了深入钻研和分析，并结出了丰硕的成果，共同合作出版了多本关于研究方法和数据分析的著作。

《行为研究纲要》这本著作的前半部分着重于研究方法的论述，涉及基础概念和基本伦理、因变量的操作和测量以及研究设计的逻辑；后半部分着重于描述高级统计过程，包括四个部分：数据分析基础、单因素设计、因素设计以及数据分析的其他问题。
附录中还包括书中用到的公式、常用统计图表、术语及参考文献。

本书是心理学、社会学、人类学、传播学、教育学、商学、统计学、市场营销学等多个学科领域的教师、学者和学生从事教学和研究工作所必备的一本工具书。

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作者简介

Robert Rosenthal is Distinguished Professor at the University of California at Riverside and Edgar Pierce Professor of Psychology, Emeritus, Harvard University. His research has centered for some 50 years on the role of the self-fulfilling prophecy in everyday life and in laboratory situations. Special interests include the effects of teachers' expectations on students' performance, the effects of experimenters' expectations on the results of their research, and the effects of clinicians' expectations on their patients' mental and physical health. He also has strong interests in sources of artifact in behavioral research and in various quantitative procedures. In the realm of data analysis, his special interests are in experimental design and analysis, contrast analysis, and meta-analysis. His most recent books and articles are about these areas of data analysis and about the nature of nonverbal communication in teacher-student, doctor-patient, manager-employee, judge-jury, and psychotherapist-client interaction. He has been Co-Chair of the Task Force on Statistical Inference of the American Psychological Association and has served as Chair of the Research Committee of the Bayer Institute for Health Care Communication. He was a co-recipient of two behavioral science awards of the American Association for the Advancement of Science (1960, 1993) and recipient of the James McKeen Cattell Award of the American Psychological Society, the Distinguished Scientist Award of the Society of Experimental Social Psychology, the Samuel J. Messick Distinguished Scientific Contributions Award of the APA's Division 5—Evaluation, Measurement, and Statistics, and the APA's Distinguished Scientific Award for Applications of Psychology.

Ralph L. Rosnow is Thaddeus Bolton Professor Emeritus at Temple University, where he taught for 34 years and directed the graduate program in social and organizational psychology. He has also taught research methods at Boston University and Harvard University and does consulting on research and data analysis. The overarching theme of his scholarly work concerns how people make sense of, and impose meaning on, their experiential world, called the "will to meaning" by Viktor Frankl. Rosnow has explored aspects of this construct in research and theory within the framework of contextualism, the psychology of rumor and gossip, attitude and social cognition, the structure of interpersonal acumen, artifacts and ethical dilemmas in human research,

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and the statistical justification of scientific conclusions. He has authored and coauthored many articles and books on these topics and, with Mimi Rosnow, coauthored *Writing Papers in Psychology*, a popular writing manual now in its seventh edition (published by Thomson Wadsworth, 2006). He has served on the editorial boards of journals and encyclopedias, was coeditor (with R. E. Lana) of the *Reconstruction of Society Series* published by Oxford University Press, and chaired the APA's Committee on Standards in Research. He is a fellow of the American Association for the Advancement of Science, the APA, and the Association for Psychological Science, received the Society of General Psychology's George A. Miller Award, and was recently honored with a Festschrift book edited by D. A. Hantula, *Advances in Social and Organizational Psychology*. Rosenthal and Rosnow have also collaborated on other books on research methods and data analysis, including *Artifact in Behavioral Research* (Academic Press, 1969); *The Volunteer Subject* (Wiley, 1975); *Primer of Methods for the Behavioral Sciences* (Wiley, 1975); *Understanding Behavioral Science: Research Methods for Research Consumers* (McGraw-Hill, 1984); *Contrast Analysis: Focused Comparisons in the Analysis of Variance* (Cambridge University Press, 1985); *People Studying People: Artifacts and Ethics in Behavioral Research* (W. H. Freeman, 1997); (with D. B. Rubin) *Contrasts and Effect Sizes in Behavioral Research: A Correlational Approach* (Cambridge University Press, 2000); and *Beginning Behavioral Research: A Conceptual Primer* (6th ed., Pearson/PrenticeHall, 2008).

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