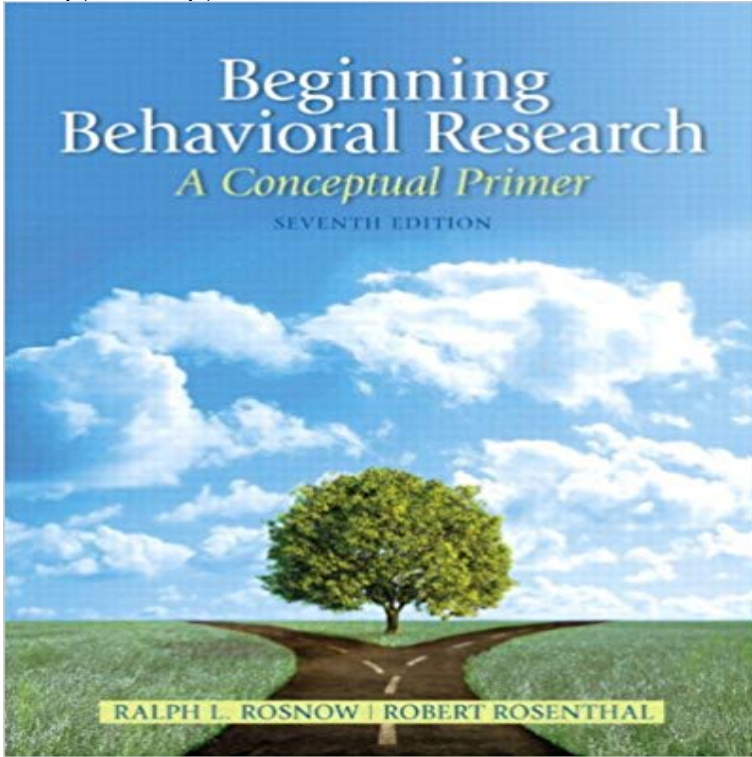


Beginning Behavioral Research: A Conceptual Primer (7th Edition)



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students, the journey will be completed at the end of the course in which this text is used. For others, the journey will have just begun. In either case, students will have a deeper understanding of the applicability and limits of the scientific method. They will also have learned how to frame questions about the scientific results they read or hear about in the media in ways that will allow them to reach beyond other peoples conclusions or assertions and decide for themselves what is true.

Additional Learning Goals Upon completing this book, students who are expected to conduct a research study should be able to:

- Craft a research idea that can be empirically tested
- Choose methods of data collection and measurement
- Develop a research proposal
- Design and implement the research study
- Approach the research data
- Test and evaluate hypotheses and explore the results
- Report the research project in the APA style

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