


# Research Methods and Statistics: A Critical Thinking Approach


By Sherri L. Jackson



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RESEARCH METHODS AND STATISTICS: A CRITICAL THINKING APPROACH, 5th Edition, successfully illustrates the integration between statistics and research methods by demonstrating the ways to use statistics in analyzing data collected during research. This combined book adopts an inviting narrative style that speaks directly to readers and draws them into the material, helping them overcome the initial apprehension they may feel at the prospect of learning both subject areas at once. Focusing on the logic of the process and the methodology aspect of research, Jackson incorporates a friendly critical-thinking approach and presents examples and exercises to which readers can relate.

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"The book is the best I have found for coverage of the important material in a style that combines research methods and statistics. I was very excited to see the book when it was first published. I met Dr. Jackson, who seemed very eager to provide the information we need to use in a class combining research and statistics."

"[This is] one of the most clear, concise, and well-written statistics books for undergraduates I've used."

#### About the Author

Sherri L. Jackson is professor of psychology at Jacksonville University (JU), where she has taught since 1988 and currently serves as Chair of the Division of Social Sciences. At JU, she has won Excellence in Scholarship (2003), University Service (2004), and Teaching (2009) awards; the university-wide Professor of the Year Award in 2004; the Woman of the Year Award in 2005; and the Institutional Excellence Award in 2007. She received her M.S. and Ph.D. in cognitive/experimental psychology from the University of Florida. Her research interests include human reasoning and the teaching of psychology, and she has published numerous articles in both areas. She is also the author of RESEARCH METHODS & STATISTICS: A CRITICAL THINKING APPROACH, 5th Edition (Wadsworth/Cengage, 2016), RESEARCH METHODS: A MODULAR APPROACH, 3rd Edition (Wadsworth/Cengage, 2015) and A CONCISE GUIDE TO STATISTICAL ANALYSES USING EXCEL, SPSS, AND THE TI-84 CALCULATOR (Cengage, 2013).

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