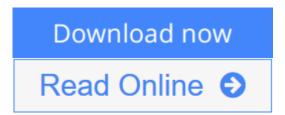


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Kantowitz, Roediger, and Elmes, all prominent researchers, take an example-based approach to the fundamentals of research methodology. The book is organized by topic--such as research in human factors, learning, thinking, and problem solving--and the authors discuss and clarify research methods in the context of actual research conducted in these specific areas. This unique feature helps readers connect the concepts of sound methodology with their practical applications. Carefully selected real-world examples allow readers to see for themselves the issues and problems that can occur in conducting research. More importantly, readers develop a sense of how to anticipate and adjust for problems in their own research.



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Sales Rank: #110485 in BooksBrand: Brand: Cengage Learning

Published on: 2014-01-24Original language: English

• Number of items: 1

• Dimensions: 1.10" h x 7.50" w x 9.20" l, .0 pounds

• Binding: Hardcover

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#### **Editorial Review**

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