

Contents

I. Introduction to Research

1. Multimethod approach 3
2. Ethics in behavioral research 11
3. How to do a literature review 21

II. Observational Methods

4. Observation 29
5. Behavioral mapping and trace measures 43

III. Designing Experiments

6. Experimentation 61
7. Simulation 77

IV. Survey Design

8. Interview 85
9. Questionnaire 106
10. Attitude and rating scales 130

V. Other Useful Research Procedures and Materials

11. Content analysis 151
12. Personal documents and archival measures 159
13. Case study 170
14. Apparatus 176
15. Standardized tests and inventories 185

VI. Sampling, Statistics, and Reports

16. Sampling 197
17. Descriptive statistics 205
18. Inferential statistics 218
19. Calculators and computers 244
20. Writing the report 250
21. After the report 258
22. Concluding notes 265

Appendix A

Table A-1. Critical Values for t Test	269
Table A-2. Critical Values for Chi-Square Test	270
Table A-3. Critical Values for Pearson Product-Moment Correlation Coefficient (r)	271
Table A-4. Critical Values for Spearman Rank-Order Coefficient (r_{ho})	272
Table A-5. Abridged Table of Random Numbers	273
Table A-6. Critical Values of F	274

Appendix B

Example of an article written according to the style manual of the American Psychological Association	276
---	-----

Appendix C

Example of style used for a technical report	279
--	-----

Glossary	283
----------	-----

Name Index	291
------------	-----

Subject Index	294
---------------	-----