



Methods of Research In Social Psychology

By *Elliot Aronson, Phoebe C Ellsworth, J. Merrill Carlsmith, Marti Hope Gonzales*

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Here is a detailed guide for students who will design and implement their own independent research. It examines the complete process of experimentation: asking the right question and translating it into a workable design, setting the stage for data collection, designing dependent variable measures, avoiding bias, conducting the post-experimental interview, and writing up the results. Although the approach of the book is primarily practical, it also confronts substantive issues such as ethics, design, validity, and measurement.

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Editorial Review

About the Author

ELLIOT ARONSON is one of the most distinguished social psychologists in the world. His books include The Social Animal and The Jigsaw Classroom. Chosen by his peers as one of the 100 most influential psychologists of the twentieth century, he was elected to the American Academy of Arts and Sciences and is the only psychologist to have won all three of the American Psychological Association's top awards--for writing, teaching, and research. He lives in Santa Cruz, California.

Anthony Pratkanis is professor of psychology at the University of California, Santa Cruz.

Elliot Aronson is one of our nation's most eminent social psychologists. He is professor emeritus at the University of California, Santa Cruz.

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