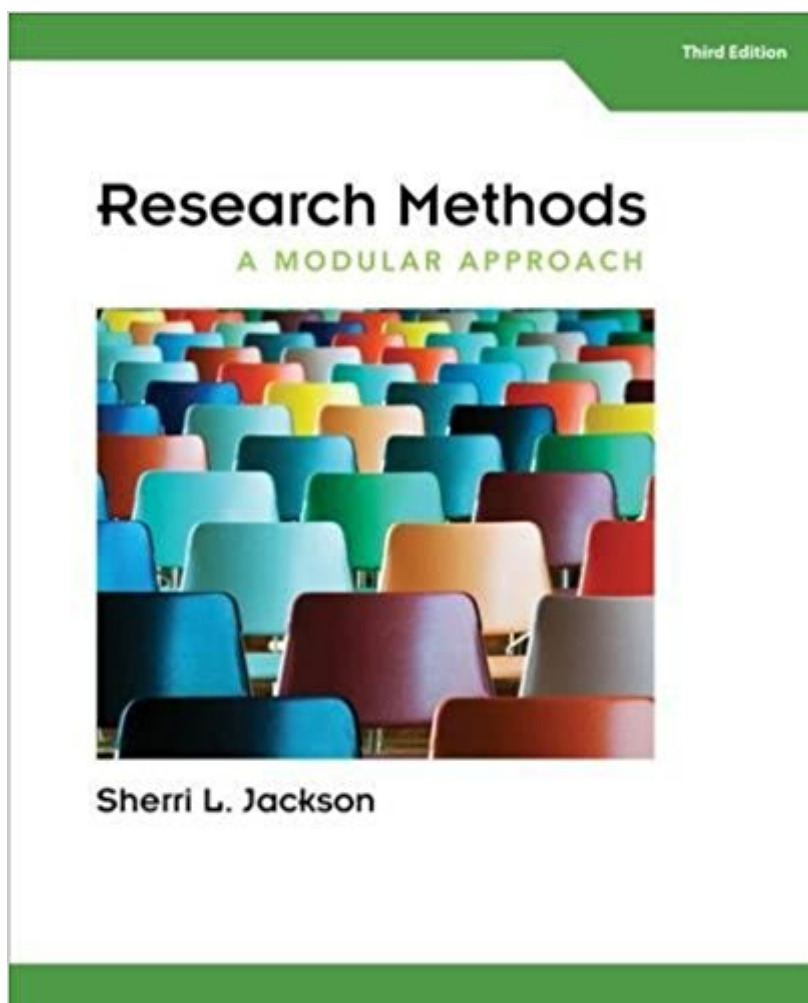


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Research Methods: A Modular Approach



Synopsis

APPROACH Sherri Jackson's RESEARCH METHODS: A MODULAR combines a lively writing style with a novel approach to offer a refreshing alternative for the research methods course. Topics are treated in relatively compact units that, though logically sequenced, can be used in any order. The critical thinking theme that threads through the book engages your thinking by asking you to continually evaluate evidence. Brief, yet comprehensive, this text will help you master the material in an engaging way

Book Information

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Customer Reviews

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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