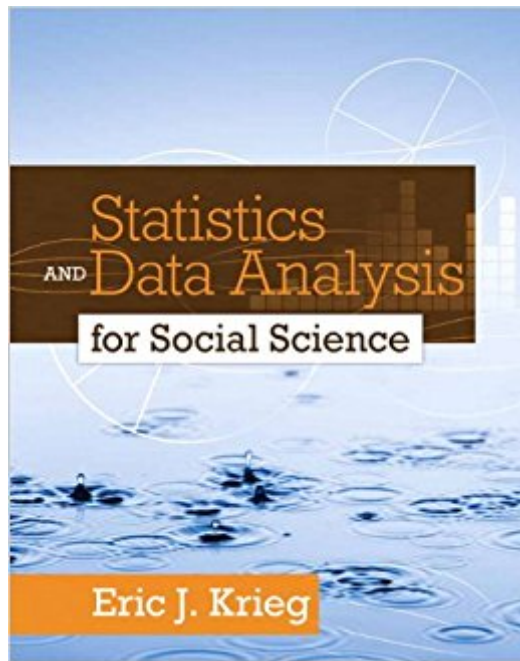




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Statistics And Data Analysis For Social Science



Synopsis

For a one-semester, undergraduate introductory course in social statistics. Statistical tools for understanding the social world. This first edition text seeks to answer the question, universally asked by the social science student, “Why statistics?” The author introduces only those statistical concepts that are necessary to understand, interpret, and present social science research. All concepts are introduced in the context of a social science application, and strong emphasis is placed on demonstrating what data “looks like,” as opposed to giving theoretical explanations. Complexity of calculations is reduced to those elements necessary for understanding the statistical concept. Optional technology use is paired with the core elements of the course, making this text a pragmatic and engaging introduction to the practice of social statistics. Note: MySearchLab does not come automatically packaged with this text. To purchase MySearchLab, please visit: www.mysearchlab.com or you can purchase a ValuePack of the text + MySearchLab with Pearson eText (at no additional cost).
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“The ‘Now You Try It’ feature is very fundamental, helpful, and effective.”

Junmin Wang, University of Memphis “The writing style is appropriate for an entry level course. The topics are covered in a way that is not overly technical. The author does a nice job of intergrating and talking about the examples and figures.”

Dusten Hollist, The University of Montana-Missoula “The strength is the focus on calculation and a good set of topics.”

Joseph Whitmeyer, University of North Carolina-Charlotte

Introduces only those statistical concepts that are necessary to understand, interpret, and present social science research Complexity of calculations are reduced to those elements necessary for understanding the concept All concepts are introduced in the context of a social science application; text regularly answers the question, “Why statistics?”

- Interspersed practice questions (with answers) provide incremental checks of student understanding
- Graphical presentation and emphasis on what data “looks like” takes the place of theoretical explanations
- Friendly, conversational writing style, and open, workbook-like design reduce anxiety

Pedagogy features to help with student learning:

- Now You Try It exercises: After a statistical concept is introduced, the student is given a few practice exercises to reinforce understanding. Answers to these exercises are provided at the end of the chapter.
- Uses/Misuses: Encourages students to be informed consumers of statistical information, by giving real examples of how statistics can inform or deceive.
- Eye on the Applied: Takes an important concept from the chapter and provides a case study example.
- Integrating Technology boxes: Shows how statistical software can be used to analyze and display data.
- Step-by-step instruction for SPSS will be provided in a supplementary technology manual.

The book was well written and informative.

Informative

I hate statistics but it was required for my class so i needed the book. It came on time but I still haven't read it

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