

Experimental Psychology

By Barry H. Kantowitz, III Henry L. Roediger, David G. Elmes



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UNDERSTANDING PSYCHOLOGY RESEARCH, Ninth Edition, takes an example-based approach to the fundamentals of research methodology. Organized by topic--such as research in human factors, learning, thinking, and problem solving--the text helps you connect the concepts of sound methodology with their practical applications. Because the authors use dozens of carefully selected real-world examples, you can see for yourself the issues and problems that can occur in conducting research. More importantly, you can develop a sense of how to anticipate and adjust for problems in your own research.



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Editorial Review

About the Author

Barry H. Kantowitz is Professor Emeritus of Psychology, Professor Emeritus of Industrial and Operational Engineering, and former Director of the Transportation Research Institute at the University of Michigan. Prior to that, he was Chief Scientist of the Human Factors Transportation Center of the Battelle Memorial Institute in Seattle. He received his Ph.D. in experimental psychology from the University of Wisconsin in 1969. He has written and edited more than two dozen books. His research on human attention, mental workload, reaction time, human-machine interaction, and transportation human factors has been supported by the Office of Education, the National Institute of Mental Health, the National Aeronautics and Space Administration, the Air Force Office of Scientific Research, NHTSA, and FHWA.

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David G. Elmes is Professor Emeritus of Psychology at Washington and Lee University, where he taught for forty years. He earned his B.A. with high honors from the University of Virginia and completed the M.A. and Ph.D. degrees in psychology there. Dr. Elmes was an adjunct professor at Hampden-Sydney College, a research associate for a year in the Human Performance Center of the University of Michigan, and a Visiting Fellow of University College at the University of Oxford. At Washington and Lee, he co-directed the Cognitive Science Program and chaired the Department of Psychology for ten years. Professor Elmes edited READINGS IN EXPERIMENTAL PSYCHOLOGY and DIRECTORY OF RESEARCH IN PSYCHOLOGY AT PRIMARILY UNDERGRADUATE INSTITUTIONS, and is coauthor of RESEARCH METHODS IN PSYCHOLOGY (Cengage, 2012, with B. H. Kantowitz and H. L. Roediger III).

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