

Social Science Research Design and Statistics: A Practitioner's Guide to Research Methods and IBM SPSS Analysis

Alfred P. Rovai, Jason D. Baker, Michael K. Ponton



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This book integrates social science research methods and the descriptions of over 40 univariate, bivariate, and multivariate tests to include a description of the purpose, key assumptions and requirements, example research question and null hypothesis, SPSS procedures, display and interpretation of SPSS output, and what to report for each test. It is classroom tested and current with IBM SPSS 22. Additionally, a companion website provides book users with supplemental resources to include SPSS data files linked to the test examples presented in this book.



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