



Experimental Design: Procedures for the Behavioral Sciences

Roger E. Kirk

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Experimental Design: Procedures for Behavioral Sciences, Fourth Edition is a classic text with a reputation for accessibility and readability. It has been revised and updated to make learning design concepts even easier. Roger E. Kirk shows how three simple experimental designs can be combined to form a variety of complex designs. He provides diagrams illustrating how subjects are assigned to treatments and treatment combinations. New terms are emphasized in boldface type, there are summaries of the advantages and disadvantages of each design, and real-life examples show how the designs are used.

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