



ESSENTIALS

of Research Design and Methodology

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SERIES PREFACE

In the *Essentials of Behavioral Science* series, our goal is to write books that will deliver key practical information in an accessible style. The series features books on a variety of topics, including statistics, psychological testing, and research design and methodology, to name just a few. For the experienced professional, books in the series provide a concise yet thorough review of a specific area of expertise and numerous tips for best practices. Students can turn to series books for a clear and concise overview of the important topics in which they wish to become proficient to practice skillfully, efficiently, and ethically in their respective fields.

Wherever feasible, visual cues highlighting key points are provided alongside systematic, step-by-step guidelines. Chapters are written in a succinct, clear style. Topics are organized for an easy understanding of the material related to a particular topic. Theory and research are woven into the fabric of each book, but always to enhance the practical application of the material, rather than to sidetrack or overburden the reader. With this series, we aim to challenge and assist readers in their pursuit of the sciences to aspire to the highest level of competency by providing them with the tools they need for knowledgeable, informed practice.

The purposes of *Essentials of Research Design and Methodology* are to discuss the various types of research designs that are commonly used, the basic process by which research studies are conducted, the ethical considerations of which researchers should be aware, the importance of the results of research can be interpreted and disseminated.

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