





Understanding and Conducting Research (Hardback)

By Christopher J. L. Cunningham, Bart L. Weathington, David J. Pittenger

John Wiley Sons Inc, United States, 2013. Hardback. Condition: New. 1. Auflage. Language: English. Brand New Book. A comprehensive introduction to behavioral and social science research methods in the health sciences Understanding and Conducting Research in the Health Sciences is designed to develop and facilitate the ability to conduct research and understand the practical value of designing, conducting, interpreting, and reporting behavioral and social science research findings in the health science and medical fields. The book provides complete coverage of the process behind these research methods, including information-gathering, decision formation, and results presentation. Examining the application of behavioral and social science research methodologies within the health sciences, the book focuses on implementing and developing relevant research questions, collecting and managing data, and communicating various research perspectives. An essential book for readers looking to possess an understanding of all aspects of conducting research in the health science field, Understanding and Conducting Research in the Health Sciences features: * Various research designs that are appropriate for use in the health sciences, including single-participant, multi-group, longitudinal, correlational, and experimental designs * Step-by-step coverage of single-factor and multifactor studies as well as single-subject and nonexperimental methods * Accessible chapter explanations, real-world examples, and...



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