



Data Analysis for Psychology

George Dunbar

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Data analysis is an essential psychological aid to understanding human behaviour in terms of its causes. By observing and measuring certain behavioural patterns, psychologists can obtain data necessary to support - or refute - a given hypothesis. It is the business of data analysis to cut through the jungle of numbers to the underlying psychological structure.

'Data Analysis for Psychology' provides a clear and straightforward explanation of the most important data analysis techniques for psychologists. Using concrete examples to illustrate the analysis of data, concepts are explored in plain language and without unnecessary technical detail. At the heart of the book is the idea of a statistical model and the process of accounting for structure, or pattern, in data. Explaining familiar techniques like analysis of variance, the book goes further to examine exploratory data analysis, log-linear analysis, analysis of co-variance and other advanced methods. With the emphasis throughout on clarity, the text is written for undergraduate psychology students undertaking independent research.

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