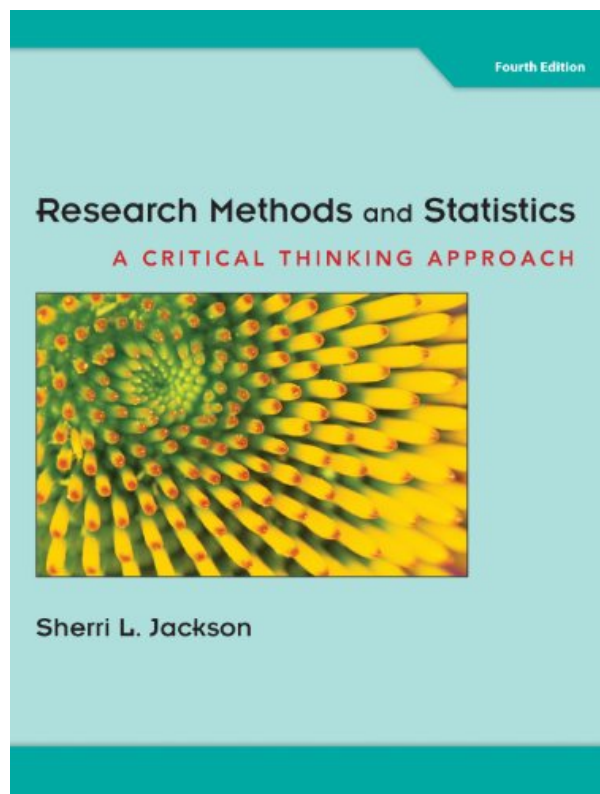


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About the Author

Sherri L. Jackson is professor of psychology at Jacksonville University (JU), where she has taught since 1988 and currently serves as Chair of the Division of Social Sciences. At JU, she has won Excellence in Scholarship (2003), University Service (2004), and Teaching (2009) awards; the university-wide Professor of the Year Award in 2004; the Woman of the Year Award in 2005; and the Institutional Excellence Award in 2007. She received her M.S. and Ph.D. in cognitive/experimental psychology from the University of Florida. Her research interests include human reasoning and the teaching of psychology, and she has published numerous articles in both areas. She is also the author of RESEARCH METHODS & STATISTICS: A CRITICAL THINKING APPROACH, 5th Edition (Wadsworth/Cengage, 2016), RESEARCH METHODS: A MODULAR APPROACH, 3rd Edition (Wadsworth/Cengage, 2015) and A CONCISE GUIDE TO STATISTICAL ANALYSES USING EXCEL, SPSS, AND THE TI-84 CALCULATOR (Cengage, 2013).

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RESEARCH METHODS AND STATISTICS: A CRITICAL THINKING APPROACH, 4e, successfully illustrates the integration between statistics and research methods by demonstrating the ways to use statistics in analyzing data collected during research. Jackson's combined text adopts an inviting narrative style that speaks directly to students and draws them into the material, helping them overcome the initial apprehension they may feel at having to learn both subject areas at once. She incorporates a student-friendly critical-thinking approach and presents examples and exercises to which students can relate. Jackson focuses on the logic of the process and the methodology aspect of research.

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Hmmm..

By Lacy

This was a required text for two Statistics classes at my university with one being a continuation of another. The book is easy to read, but I really hate the way it is organized and the way it gives examples. I wish the examples were more clear-cut and had their own section separate from the paragraph text so that they were easier to find and look at whenever need be. Having to go back and search for that one example in that one paragraph is quite tedious. I also wish it had even more examples. However, the book is much easier to understand than most statistic-based or math-based textbooks. I think I would prefer this textbook to any other, if that counts for anything.

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3rd Edition was Better

By Rich T

I like the addition of the exercises in the back, but this version has replaced the great quick-reference flowcharts in the front of the book with a tacky Cengage ad. The quick-reference chart was THE thing I needed as a beginning statistics student to get my head around what to use when. It's a shame this was left out.

1 of 1 people found the following review helpful.

Very good book, but pricey

By -Derrick0572

I actually learned so much from this book! I don't know if it's due to the previous courses I had in statistics, but somehow Dr. Jackson made the analyses and formulas understandable and this is important because once you "understand" when, why, and how to use a particular analysis (from sampling to beta level calculation), you'll be better able to support internal and possibly external validity, thus strengthening your research to withstand scrutiny from peer review. This book was VERY helpful to me in my quantitative design course because the my online degree program does not "teach" you much at all; you are left to learn the material on your own... and you better be able to apply what you've taught yourself because your research will depend on it! They call this type of pedagogy "instruction through feedback". I loathe it and love at the same time because it forces you to think and it prepares you for actual research in the real world. Anyway, I wish I had this book for my first statistics course; though I did well, I'm pretty sure I would have had an easier time "doing well". This book is one of the few books that actually gives meaningful examples and they're not all medical statistics examples.

The downside: the book is very expensive (\$154.00). Granted, the market may have more to do with influencing prices, but damn, this book was pricey :) Still, as I believe, "Ya can't put a price on knowledge & understanding, but you can lower the cost of them"

I believe the best statistical research books out there are the ones that employ examples from various fields of discipline instead of dozens of examples in medicine or psychology. How about using criminal justice, history, business, architecture, and other fields of study as examples? This makes learning stats more meaningful and possibly easier to understand.

Overall, I'm glad I have this book and I know I'll use it often for future reference.

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