



# **Methods of Research In Social Psychology**

Elliot Aronson, Phoebe C Ellsworth, J. Merrill Carlsmith, Marti Hope Gonzales

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Here is a detailed guide for students who will design and implement their own independent research. It examines the complete process of experimentation: asking the right question and translating it into a workable design, setting the stage for data collection, designing dependent variable measures, avoiding bias, conducting the post-experimental interview, and writing up the results. Although the approach of the book is primarily practical, it also confronts substantive issues such as ethics, design, validity, and measurement.



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