Statistical Persuasion How To Collect Analyze And Present Dataaccurately Honestly And Persuasively By Robert W Pearson 8 Apr 2010 Paperback

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Journal of Marketing 2002
Apr. issues for 1940-42 include Papers and proceedings of the semi-annual [Dec.] meeting of the American Marketing Association, 1939-41.
Media and Science-Religion Conflict - Thomas Aechtner 2020-01-31
This book examines why the religion-science skirmishes known as the Evolution Wars have persisted into the 21st century. It does so by considering the influences of mass media in relation to decision-making research and the Elaboration Likelihood Model, one of the most authoritative persuasion theories. The book's analysis concentrates on the expression of cues, or cognitive mental shortcuts, in Darwin-sceptic and counter-creationist broadcasts. A multiyear collection of media generated by the most prominent Darwin-sceptic organizations is surveyed, along with rival publications from supporters of evolutionary theory described as the pro-evolutionists. The analysed materials include works produced by Young Earth Creationist and Intelligent Design media makers, New Atheist pacesetters, as well as both agnostic and religious supporters of evolution. These cues are shown to function as subtle but effective means of shaping public opinion, including appeals to expertise, claims that ideas are being censored, and the tactical use of statistics and technical jargon. Contending that

persuasive mass media is a decisive component of science-religion controversies, this book will be of keen interest to scholars of Religion, Science and Religion interactions, as well as researchers of Media and Communication Studies more generally.
Statistical Rethinking Richard McElreath 2018-01-03
Statistical Rethinking: A Bayesian Course with Examples in R and Stan builds readers' knowledge of and confidence in statistical modeling. Reflecting the need for even minor programming in today's model-based statistics, the book pushes readers to perform step-by-step calculations that are usually automated. This unique computational approach ensures that readers understand enough of the details to make reasonable choices and interpretations in their own modeling work. The text presents generalized linear multilevel models from a Bayesian perspective, relying on a simple logical interpretation of Bayesian probability and maximum entropy. It covers from the basics of regression to multilevel models. The author also discusses measurement error, missing data, and Gaussian process models for spatial and network autocorrelation. By using complete R code examples throughout, this book provides a practical foundation for performing statistical inference. Designed for both PhD students and

seasoned professionals in the natural and social sciences, it prepares them for more advanced or specialized statistical modeling. Web Resource The book is accompanied by an R package (rethinking) that is available on the author's website and GitHub. The two core functions (map and map2stan) of this package allow a variety of statistical models to be constructed from standard model formulas.

Snapshots of Research - Richard D. Hartley 2010-11-09
Immerse your students in contemporary and classic scholarly research and readings from the major branches of the criminal justice system This text/reader is a comprehensive, cutting-edge overview of the main research methods used in the fields of criminology and criminal justice. Snapshots of Research offers a wide range of modern research examples, as well as several classic articles, including a broad range of readings from the four major branches of the criminal justice system—policing, courts/law, juvenile justice, and corrections—that are relevant to career paths students may be interested in pursuing.

National Conference on Statistics for Planning and Development at the Local Government Level - 1996

Persuasive Speaking in Organizational Contexts - Billy Catchings 1983

Think Stats - Allen B. Downey 2014-10-16
If you know how to program, you have the skills to turn data into knowledge, using tools of probability and statistics. This concise introduction shows you how to perform statistical analysis computationally, rather than mathematically, with programs written in Python. By working with a single case study throughout this thoroughly revised book, you'll learn the entire process of exploratory data analysis—from collecting data and generating statistics to identifying patterns and testing hypotheses. You'll explore distributions, rules of probability, visualization, and many other tools and concepts. New chapters on regression, time series analysis, survival analysis, and analytic methods will enrich your discoveries. Develop an understanding of probability and statistics by writing and testing code Run experiments to test

statistical behavior, such as generating samples from several distributions Use simulations to understand concepts that are hard to grasp mathematically Import data from most sources with Python, rather than rely on data that's cleaned and formatted for statistics tools Use statistical inference to answer questions about real-world data

Basic Methods of Policy Analysis and Planning - Carl V. Patton 1993
The book focuses on basic, quickly applied policy analysis methods that can be used to resolve policy problems. There are relevant, real life examples used throughout.

Persuasion - Daniel J. O'Keefe 2015-02-18
Persuasion: Theory and Research, Third Edition is a comprehensive overview of social-scientific theory and research on persuasion. Written in a clear and accessible style that assumes no special technical background in research methods, the Third Edition has been thoroughly revised to reflect developments in persuasion studies. New discussions of subjects such as reactance and the use of narratives as vehicles for persuasion, revised treatments of the theories of reasoned action and planned behavior, and two new chapters on social judgment theory and stage models provide your students with the most current work on persuasion in a clear, straightforward manner. In this edition, author Daniel J. O'Keefe has given special attention to the importance of adapting (tailoring) messages to audiences to maximize persuasiveness. Each chapter has a set of review questions to guide students through the chapter's material and quickly master the concepts being introduced.

Qualitative Research Methods - Sarah J. Tracy 2012-11-05
Qualitative Research Methods is a comprehensive,all-inclusive resource for the theory and practice ofqualitative/ethnographic research methodology. Serves as a "how-to" guide forqualitative/ethnographic research, detailing how to design aproject, conduct interviews and focus groups, interpret and analyzedata, and represent it in a compelling manner Demonstrates how qualitative data can be systematicallyutilized to address pressing personal, organizational, and socialproblems Written in an engaging style, with in-depth

examples from theauthor's own practice Comprehensive companion website includes sample syllabi, lessonplans, a list of helpful website links, test bank and exam reviewmaterials, and exercises and worksheets, available upon publicationat ahref="http://www.wiley.com/go/tracy"www.wiley.com/go/tracy/a

Linguistics and Language Behavior Abstracts - 1999
LLBA contains abstracts of the world's literature in linguistics and language-related research, book abstracts, book review listings, and enhanced bibliographic citations of relevant dissertations." Related disciplines such as anthropology, education, ethnology, information science, medicine, and communications are covered. Also includes some reference to papers in published conference proceedings.

How To Win Friends And Influence People -Dale Carnegie 2022-05-17
"How to Win Friends and Influence People" is one of the first best-selling self-help books ever published. It can enable you to make friends quickly and easily, help you to win people to your way of thinking, increase your influence, your prestige, your ability to get things done, as well as enable you to win new clients, new customers._x000D_ Twelve Things This Book Will Do For You:_x000D_ Get you out of a mental rut, give you new thoughts, new visions, new ambitions._x000D_ Enable you to make friends quickly and easily._x000D_ Increase your popularity._x000D_ Help you to win people to your way of thinking._x000D_ Increase your influence, your prestige, your ability to get things done._x000D_ Enable you to win new clients, new customers._x000D_ Increase your earning power._x000D_ Make you a better salesman, a better executive._x000D_ Help you to handle complaints, avoid arguments, keep your human contacts smooth and pleasant._x000D_ Make you a better speaker, a more entertaining conversationalist._x000D_ Make the principles of psychology easy for you to apply in your daily contacts._x000D_ Help you to arouse enthusiasm among your associates._x000D_ Dale Carnegie (1888-1955) was an American writer and lecturer and the developer of famous courses in self-improvement, salesmanship, corporate training,

public speaking, and interpersonal skills. Born into poverty on a farm in Missouri, he was the author of How to Win Friends and Influence People (1936), a massive bestseller that remains popular today._x000D_

The Persuasion Handbook - James Price Dillard 2002-07-23
The Persuasion Handbook provides readers with cogent, comprehensive summaries of research in a wide range of areas related to persuasion. From a topical standpoint, this handbook takes an interdisciplinary approach, covering issues of interest to interpersonal and mass communication researchers as well as psychologists and public health practitioners. Persuasion is presented in this volume on a micro to macro continuum, moving from chapters on cognitive processes, the individual, and theories of persuasion to chapters highlighting broader social factors and phenomena related to persuasion, such as social context and larger scale persuasive campaigns. Each chapter identifies key challenges to the area and lays out research strategies for addressing those challenges.

Basic Statistical Analysis - Richard C. Sprinthall 1996-07
This readable revision is presented as simply as possible to ensure that readers will gain a solid understanding of statistical procedures. The goal of this book is to demystify statistics. Presented with rules of evidence and the logic behind those rules. The book is divided into three major units: Descriptive Statistics, Inferential Statistics, and Advanced Topics in Inferential Statistics. Includes definitions of key concepts in the glossary to prevent confusion over terminology. Presents a brief biography of six people who have had the most impact on the field of statistics. Offers new and easier methods for finding percentiles in Chapter 5. For anyone interested in Social Statistics and Measurement.
Prentice Hall Literature -Kate Kinsella 2002

Measuring Regulatory Performance A Practitioner's Guide to Perception Surveys - OECD 2012-01-16
This guide helps officials use perception surveys for evaluating and communicating progress in regulatory reform. It explains the challenges involved in the design and use of business and

citizen perception surveys – and ways to overcome them.

Thank You for Arguing - Jay Heinrichs 2008-02-12
Thank You for Arguing is your master class in the art of persuasion, taught by professors ranging from Bart Simpson to Winston Churchill. The time-tested secrets the book discloses include Cicero's three-step strategy for moving an audience to actionÑas well as Honest Abe's Shameless Trick of lowering an audience's expectations by pretending to be unpolished. But it's also replete with contemporary techniques such as politicians' use of "code" language to appeal to specific groups and an eye-opening assortment of popular-culture dodges, including: The Eddie Haskell Ploy Eminem's Rules of Decorum The Belushi Paradigm Stalin's Timing Secret The Yoda Technique Whether you're an inveterate lover of language books or just want to win a lot more anger-free arguments on the page, at the podium, or over a beer, Thank You for Arguing is for you. Written by one of today's most popular online language mavens, it's warm, witty, erudite, and truly enlightening. It not only teaches you how to recognize a paralipsis and a chiasmus when you hear them, but also how to wield such handy and persuasive weapons the next time you really, really want to get your own way. From the Trade Paperback edition.

Organizational Rhetoric - Mary F. Hoffman 2010
Organizational Rhetoric introduces students to a rhetorical approach to understanding, analyzing and creating organizational messages for both internal employees and external customers. This textbook provides students a theoretically-grounded understanding of the basic building blocks of organizational rhetoric, the types of rhetorical situations faced by organizational communicators, and the specific strategies used to address six common organizational rhetorical situations (such as image management). Students will gain an understanding of the power of organizations in contemporary society and be able to think critically about organizational messages. The text is organized in two units. In the first unit, authors Mary Hoffman and Debra Ford introduce the rationale for a rhetorical approach to organizational messages, and introduce the basic rhetorical building blocks and principles behind the rhetorical situation and the analysis of strategies. In the second unit, the authors cover six specific rhetorical situations commonly faced by organizations, image and identity management, issue management, impression management, risk management, crisis management and organizational apologia, and internal message management. Each chapter is structured similarly, in conjunction with the ideas developed in unit one, and each ends with a case study that exemplifies the content presented in that chapter. Features and Benefits: - The first unit in the text will introduce the details of analyzing situations and identifying strategies - The second unit will examine six specific recurring rhetorical situations for organizations - Organizational schema centered on situations and strategies - Use of real-life case studies - Focus on careers in organizational rhetoric - Focus on thinking critically about organizations in society

Statistics - Richard J. Larsen 1990
Appropriate for the algebra-based statistics course. First AIE for its market, extensive use of computers within text, includes case studies throughout.

Persuasion in Your Life - Shawn T. Wahl 2021-09-28
This accessible introductory textbook in persuasive communication speaks directly to the student by focusing on real-life experiences in personal, social, and professional contexts. Through its use of rhetoric, criticism, and social scientific research, this book helps readers understand, analyze, and use persuasion in their lives and careers. It explores techniques of verbal and visual persuasion for use in business and professional communication, health communication, and everyday life, as well as expanded coverage of persuasion in social movements and social advocacy. It also pays attention throughout to ethical considerations and to the significance of new media. This textbook is a student-friendly introduction suitable for use in undergraduate courses in persuasion, health communication, and business communication. The companion website includes an instructor's manual with test questions, sample assignments, web links, and other resources, as well as PowerPoint slides. Visit www.routledge.com/wahl

American Sociological Review - 1958-02

Persuasion - William Rogers 2007
Persuasion covers key topics and shows students how to develop critical skills as senders and receivers of persuasive messages. In an accessible and engaging format, it encourages students to apply persuasion principles and theories to real-world case studies. Students are also guided to develop skills in public speaking, debate, courtroom communication, interpersonal communication, and more. Persuasion features extended discussions of propaganda, political persuasion, advertising, and sender/receiver skills development and covers contemporary research on persuasive effects and theories. Filled with practical guidelines, Persuasion is an ideal primary text for courses in persuasion, persuasion and propaganda, and persuasion and rhetoric.

Persuasion - Charles U. Larson 2001
The new edition of a textbook that examines how people receive and interpret persuasion in advertising, politics, popular culture, and the mass media. The author discusses persuasion theory, research, ethics, symbols, nonverbal communication, and cultural and psychological approaches to persuasion. Annotation copyrighted by Book News, Inc., Portland, OR.

The Art Of Rhetoric - Aristotle 2014-09-02
In The Art of Rhetoric, Aristotle demonstrates the purpose of rhetoric—the ability to convince people using your skill as a speaker rather than the validity or logic of your arguments—and outlines its many forms and techniques. Defining important philosophical terms like ethos, pathos, and logos, Aristotle establishes the earliest foundations of modern understanding of rhetoric, while providing insight into its historic role in ancient Greek culture. Aristotle's work, which dates from the fourth century B.C., was written while the author lived in Athens, remains one of the most influential pillars of philosophy and has been studied for centuries by orators, public figures, and politicians alike. HarperTorch brings great works of non-fiction and the dramatic arts to life in digital format, upholding the highest standards in ebook production and celebrating reading in all its forms. Look for more titles in the HarperTorch collection to build your digital library.

Action Research in Education, Second Edition - Sara Efrat Efron 2019-12-11
Introduction to action research -- Choosing and learning about your research topic -- Approaches to action research -- Developing a plan of action -- Data collection tools -- Using assessment data in action research -- Data analysis and interpretation -- Writing, implementing, and sharing the research findings.

Library Data - Darby Orcutt 2010
Numerical evidence is everywhere. And libraries are among the most abundant producers and storehouses of such evidence, as well as a key contact to numbers held elsewhere. But not all of this data is collected for the benefit of our users; some are integral to the functioning of the library itself. The papers in this collection run the gamut from library administrators addressing how to make data presentations appealing and effective, to an article on applying capital budgeting models to libraries, to a simple way to integrate Excel pivot tables with SQL stored procedures to create an amazingly elegant tool for vendor data analysis and visualization. They also cover specialized scenarios within, for example, the worlds of reference, collection development, serial acquisitions, web site design, and bibliographic instruction

Computer-mediated Persuasion in Online Reviews - Seoyeon Hong 2009

Statistical Persuasion - Robert W. Pearson 2010-01-20
This text helps readers understand how to collect, manage, evaluate, and analyze data. It also provides guidelines for the presentation of analysis, especially for nonacademic audiences without training in statistical analysis. These guidelines help ensure that statistics and graphical displays tell the story that analysts want to convey while protecting their analysis from methodological criticism. Author Robert Pearson focuses attention on the conceptual understanding of statistics, while referring (sparingly) to specific formulas when they help reveal a conceptual point about the statistics. Key Features · Combines a concern for the design, collection, measurement, and the management of data with its analysis and presentation · Provides examples and data

concerning real world problems in education, crime, government performance, and other policy arenas · Clearly demonstrates the steps used to generate the appropriate statistics and graphs in Excel and SPSS and then provides exercises to replicate and elaborate on these examples This book and its supporting materials are ideally suited for graduate students in professional degree programs in public policy, education, social work, criminology, urban planning, and related schools as well as advanced undergraduates in these fields. The book's explanations, descriptions, illustrations, and step-by-step exercises create the skills and knowledge required of a policy analyst, advisor, consultant or the elected or appointed public official or nonprofit officer who wants to be better able to interpret and evaluate others' applied social research. Its data sets, solutions sets, instructors' manual, lecture slides, and student workbook provide instructors with a complete and fully integrated instructional package.

Encyclopedia of Survey Research Methods - Paul J. Lavrakas 2008-09-12
In conjunction with top survey researchers around the world and with Nielsen Media Research serving as the corporate sponsor, the Encyclopedia of Survey Research Methods presents state-of-the-art information and methodological examples from the field of survey research. Although there are other "how-to" guides and references texts on survey research, none is as comprehensive as this Encyclopedia, and none presents the material in such a focused and approachable manner. With more than 600 entries, this resource uses a Total Survey Error perspective that considers all aspects of possible survey error from a cost-benefit standpoint.

Research Methods for Clinical and Health Psychology - David F Marks 2004
The research methods described and illustrated in this book are those particularly useful to the field of clinical and health psychology and cover both qualitative and quantitative approaches.

The SAGE Encyclopedia of Communication Research Methods - Mike Allen 2017-04-11
Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-

References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

Research Methods for Criminal Justice and Criminology - Michael G. Maxfield 2007-03-01 Even more student-friendly and featuring new examples, topics, and references throughout, the Fifth Edition of Michael G. Maxfield and Earl Babbie's RESEARCH METHODS FOR CRIMINAL JUSTICE AND CRIMINOLOGY effectively engages your students in applying the specific research methods used in criminal justice. Combining the accessibility and conversational tone of Babbie's bestseller, THE PRACTICE OF SOCIAL RESEARCH, with Maxfield's expertise in criminology and criminal justice, the new edition of this market-leader includes enhanced coverage of ethics, causation, validity, and research design, as well as new and expanded examples, especially in the discussion of field research. A new running case study on racial profiling that progresses and builds from chapter to chapter-further demonstrates the important role of research methods in our evolving understanding of crime and society.

Performing Data Analysis Using IBM SPSS - Lawrence S. Meyers 2013-08-12 Features easy-to-follow insight and clear guidelines to perform data analysis using IBM SPSS® Performing Data Analysis Using IBM SPSS® uniquely addresses the presented statistical procedures with an example problem, detailed analysis, and the related data sets. Data entry procedures, variable naming, and step-by-step instructions for all analyses are provided in addition to IBM SPSS point-and-click methods, including details on how to view and manipulate output. Designed as a user's guide for students and other interested readers to perform statistical data analysis with IBM SPSS, this book addresses the needs, level of sophistication, and interest in introductory statistical methodology on the part of readers in social and behavioral science, business, health-related, and education programs. Each chapter of Performing Data Analysis Using IBM SPSS covers a particular statistical procedure and offers the following: an example problem or analysis goal, together with a data set; IBM

SPSS analysis with step-by-step analysis setup and accompanying screen shots; and IBM SPSS output with screen shots and narrative on how to read or interpret the results of the analysis. The book provides in-depth chapter coverage of: IBM SPSS statistical output Descriptive statistics procedures Score distribution assumption evaluations Bivariate correlation Regressing (predicting) quantitative and categorical variables Survival analysis t Test ANOVA and ANCOVA Multivariate group differences Multidimensional scaling Cluster analysis Nonparametric procedures for frequency data Performing Data Analysis Using IBM SPSS is an excellent text for upper-undergraduate and graduate-level students in courses on social, behavioral, and health sciences as well as secondary education, research design, and statistics. Also an excellent reference, the book is ideal for professionals and researchers in the social, behavioral, and health sciences; applied statisticians; and practitioners working in industry.

Basic Methods of Policy Analysis and Planning -- Pearson eText - Carl Patton 2015-08-26 Updated in its 3rd edition, Basic Methods of Policy Analysis and Planning presents quickly applied methods for analyzing and resolving planning and policy issues at state, regional, and urban levels. Divided into two parts, Methods which presents quick methods in nine chapters and is organized around the steps in the policy analysis process, and Cases which presents seven policy cases, ranging in degree of complexity, the text provides readers with the resources they need for effective policy planning and analysis. Quantitative and qualitative methods are systematically combined to address policy dilemmas and urban planning problems. Readers and analysts utilizing this text gain comprehensive skills and background needed to impact public policy.

Measuring Racial Discrimination - National Research Council 2004-07-24 Many racial and ethnic groups in the United States, including blacks, Hispanics, Asians, American Indians, and others, have historically faced severe discriminationâ€"pervasive and open denial of civil, social, political, educational, and economic opportunities. Today, large

differences among racial and ethnic groups continue to exist in employment, income and wealth, housing, education, criminal justice, health, and other areas. While many factors may contribute to such differences, their size and extent suggest that various forms of discriminatory treatment persist in U.S. society and serve to undercut the achievement of equal opportunity. Measuring Racial Discrimination considers the definition of race and racial discrimination, reviews the existing techniques used to measure racial discrimination, and identifies new tools and areas for future research. The book conducts a thorough evaluation of current methodologies for a wide range of circumstances in which racial discrimination may occur, and makes recommendations on how to better assess the presence and effects of discrimination.

Statistical Analysis - Conrad Carlberg 2014-04-04
Use Excel 2013's statistical tools to transform your data into knowledge Conrad Carlberg shows how to use Excel 2013 to perform core statistical tasks every business professional, student, and researcher should master. Using real-world examples, Carlberg helps you choose the right technique for each problem and get the most out of Excel's statistical features, including recently introduced consistency functions. Along the way, he clarifies confusing statistical terminology and helps you avoid common mistakes. You'll learn how to use correlation and regression, analyze variance and covariance, and test statistical hypotheses using the normal, binomial, t, and F distributions. To help you make accurate inferences based on samples from a population, this edition adds two more chapters on inferential statistics, covering crucial topics ranging from experimental design to the statistical power of F tests. Becoming an expert with Excel statistics has never been easier! You'll find crystal-clear instructions, insider insights, and complete step-by-step projects—all complemented by extensive web-based resources. Master Excel's most useful descriptive and inferential statistical tools Tell the truth with statistics—and recognize when others don't Accurately summarize sets of values Infer a population's characteristics from a sample's frequency distribution Explore correlation and regression to learn how variables move in tandem Use Excel consistency functions such as STDEV.S() and STDEV.P() Test differences between two means using z tests, t tests, and Excel's Data Analysis Add-in Use ANOVA to test differences between more than two means Explore statistical power by manipulating mean differences, standard errors, directionality, and alpha Take advantage of Recommended PivotTables, Quick Analysis, and other Excel 2013 shortcuts

SAGE Qualitative Research Methods - Paul Atkinson 2010-11-17
SAGE has been a major force shaping the field of qualitative methods, not just in its specialist methods journals like Qualitative Inquiry but in the 'empirical' journals such as Social Studies of Science. Delving into SAGE's deep backlist of qualitative research methods journals, Paul Atkinson and Sara Delmont, editors of Qualitative Research, have selected over 70 articles to represent SAGE's distinctive contribution to methods publishing in general and qualitative research in particular. This collection includes research from the past four decades and addresses key issues or controversies, such as: explanations and defences of qualitative methods; ethics; research questions and foreshadowed problems; access; first days in the field; field roles and rapport; practicalities of data collection and recording; data analysis; writing and (re) presentation; the rise of auto-ethnography; life history, narrative and autobiography; CA and DA; and alternatives to the logocentric (such as visual methods).

Communication Research Statistics - John C. Reinard 2006-01-10
"While most books on statistics seem to be written as though targeting other statistics professors, John Reinard's Communication Research Statistics is especially impressive because it is clearly intended for the student reader, filled with unusually clear explanations and with illustrations on the use of SPSS. I enjoyed reading this lucid, student-friendly book and expect students will benefit enormously from its content and presentation. Well done!" -- John C. Pollock, The College of New Jersey Written in an accessible style using straightforward and direct language, Communication Research Statistics guides

students through the statistics actually used in most empirical research undertaken in communication studies. This introductory textbook is the only work in communication that includes details on statistical analysis of data with a full set of data analysis instructions based on SPSS 12 and Excel XP. Key Features: Emphasizes basic and introductory statistical thinking: The basic needs of novice researchers and students are addressed, while underscoring the foundational elements of statistical analyses in research. Students learn how statistics are used to provide evidence for research arguments and how to evaluate such evidence for themselves. Prepares students to use statistics: Students are encouraged to use statistics as they encounter and evaluate quantitative research. The book details how statistics can be understood by developing actual skills to carry out rudimentary work. Examples are drawn from mass communication, speech communication, and communication disorders. Incorporates

SPSS 12 and Excel: A distinguishing feature is the inclusion of coverage of data analysis by use of SPSS 12 and by Excel. Information on the use of major computer software is designed to let students use such tools immediately. Companion Web Site! A dedicated Web site at http://commfaculty.fullerton.edu/jreinard/constats.htm includes a glossary, data sets, chapter summaries, additional readings, links to other useful sites, selected "calculators" for computation of related statistics, additional macros for selected statistics using Excel and SPSS, and extra chapters on multiple discriminant analysis and loglinear analysis. Intended Audience: Ideal for undergraduate and graduate courses in Communication Research Statistics or Methods; also relevant for many Research Methods courses across the social sciences

Persuasion: Reception and Responsibility - Charles U. Larson 1973

Persuasion - Herbert W. Simons 1976