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Social Science Research Design and Statistics: A Practitioner's Guide to Research Methods and IBM SPSS Analysis

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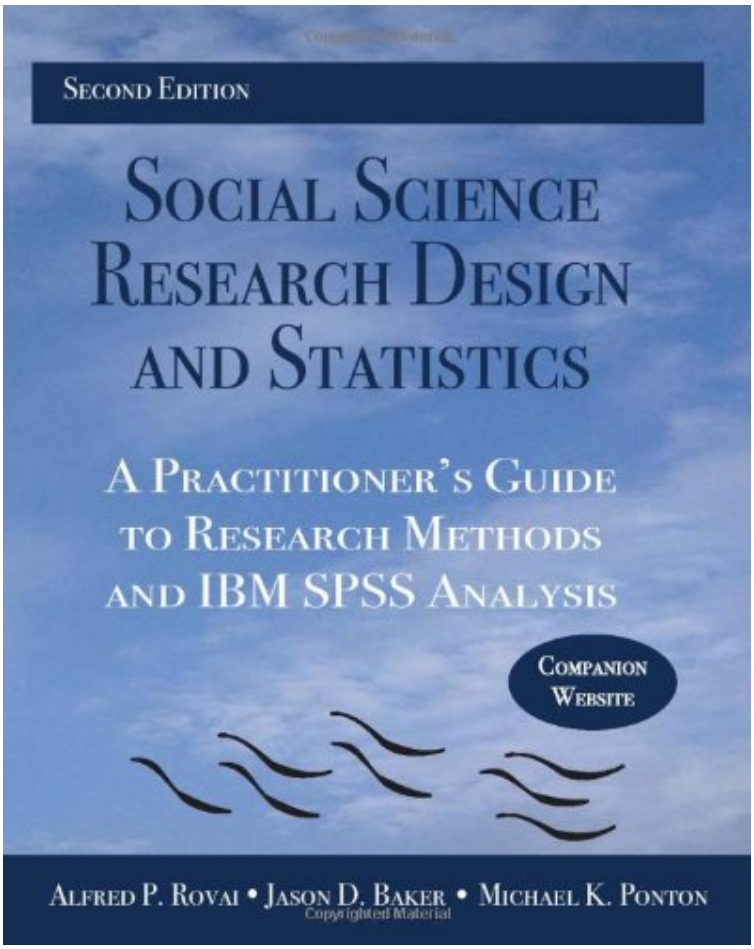

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From the AuthorMost people are aware of the high tuition costs that come with a college education. However, textbooks are also increasing in price. According to the Twenty Million Minds Foundation, the average amount that college students spend on textbooks has risen from about $900 to almost $1,300 per year in the past few years.Two colleagues and I got an idea regarding a deeply discounted textbook when we were discussing Clayton Christensen's work on disruptive innovation at the university where I worked. Disruptive innovation is a term coined by Mr. Christensen that describes a process by which a product or service takes root initially in simple applications at the bottom of a market and then relentlessly moves upmarket, eventually displacing established competitors. At the meetings we were discussing models to reduce tuition expenses. However, we thought the concept could also be applied to textbooks, since they, like tuition, have become so expensive.We decided to move forward with our concept. We wrote a textbook for courses on research design and/or statistics using SPSS (which we have taught in the past). The paperback version of the second edition is 630 8x10 pages long with a $29.95 list price. It is a substantial book with an extraordinary low list price for a research textbook. E-book versions go for $9.99. This one book replaces two textbooks I used in my courses--one lists for $118.60 (on SPSS) and the other $154 (on statistics). The book we wrote covers the content of these two books and more. Replacing the two textbooks with our textbook save our students over $200 for a single course! If this is not a disruptive use of technology, I don't know what is. I hope this concept takes root and you find this book useful.Alfred P. RovaiChesapeake, VirginiaFrom the Back CoverThis book integrates social science research methods and the descriptions of over 40 univariate, bivariate, and multivariate tests to include a description of the purpose, key assumptions and requirements, example research question and null hypothesis, SPSS procedures, display and interpretation of SPSS output, and what to report for each test. It is classroom tested and current with IBM SPSS 22. Additionally, a companion website provides book users with supplemental resources to include SPSS data files linked to the test examples presented in this book.About the AuthorAlfred P. (Fred) Rovai Fred, a native of San Jose, California, received a BA degree (mathematics) from San Jose State University, an MA degree (public administration) from the University of Northern Colorado, and an MS degree (education) and PhD degree (academic leadership) from Old Dominion University. He also completed postgraduate work in systems management at the University of Southern California and possesses a postgraduate professional license in mathematics from the Commonwealth of Virginia. aprovai@mac.com Jason D. Baker Jason is a professor of education at Regent University where he serves as the distance education advisor in a blended EdD program. He earned his BS degree in electrical engineering from Bucknell University, MA degree in education from The George Washington University, and PhD in communication from Regent University. jbaker@regent.edu Michael K. Ponton Michael holds an EdD degree in higher education administration and a MS degree in engineering, both from The George Washington University, and a BS degree in physics from Old Dominion University. He presently serves as professor of education at Regent University, teaching primarily research related courses in EdD and PhD programs. michpon@regent.edu