Contents

Preface xiv

Chapter 1 Introduction 1
Disciplines That Use Quantitative Data 5
What Do You Mean, “Statistics”? 6
Statistics: A Dynamic Discipline 8
Some Terminology 9
Problems and Answers 12
Scales of Measurement 13
Statistics and Experimental Design 16
Experimental Design Variables 17
Statistics and Philosophy 20
Statistics: Then and Now 21
How to Analyze a Data Set 22
Helpful Features of This Book 22
Computers, Calculators, and Pencils 24
Concluding Thoughts 25

Key Terms 27

Transition Passage to Descriptive Statistics 28

Chapter 2 Exploring Data: Frequency Distributions and Graphs 29
Simple Frequency Distributions 31
Grouped Frequency Distributions 33
Graphs of Frequency Distributions 35
Describing Distributions 39
The Line Graph  41
More on Graphics  42
A Moment to Reflect  43
Key Terms  44

chapter 3  Exploring Data: Central Tendency  45
Measures of Central Tendency  46
Finding Central Tendency of Simple Frequency Distributions  49
When to Use the Mean, Median, and Mode  52
Determining Skewness From the Mean and Median  54
The Weighted Mean  55
Estimating Answers  56
Key Terms  58

chapter 4  Exploring Data: Variability  59
Range  61
Interquartile Range  61
Standard Deviation  63
Standard Deviation as a Descriptive Index of Variability  64
$s$ as an Estimate of $\sigma$  69
Variance  73
Statistical Software Programs  74
Key Terms  76

chapter 5  Other Descriptive Statistics  77
Describing Individual Scores  78
Boxplots  82
Effect Size Index  86
The Descriptive Statistics Report  89
Key Terms  92

Transition Passage to Bivariate Statistics  93

chapter 6  Correlation and Regression  94
Bivariate Distributions  96
Positive Correlation  96
Negative Correlation  99
Zero Correlation  101
Correlation Coefficient  102
Scatterplots  106
Contents

Interpretations of $r$ 106
Uses of $r$ 110
Strong Relationships but Low Correlation Coefficients 112
Other Kinds of Correlation Coefficients 115
Linear Regression 116
The Regression Equation 117
Key Terms 124
What Would You Recommend? Chapters 2-6 125

Transition Passage to Inferential Statistics 126

chapter 7 Theoretical Distributions Including the Normal Distribution 127
Probability 128
A Rectangular Distribution 129
A Binomial Distribution 130
Comparison of Theoretical and Empirical Distributions 131
The Normal Distribution 132
Comparison of Theoretical and Empirical Answers 146
Other Theoretical Distributions 146
Key Terms 147

Transition Passage to the Analysis of Data From Experiments 149

chapter 8 Samples, Sampling Distributions, and Confidence Intervals 150
Random Samples 152
Biased Samples 155
Research Samples 156
Sampling Distributions 157
Sampling Distribution of the Mean 157
Central Limit Theorem 159
Constructing a Sampling Distribution When $\sigma$ Is Not Available 164
The $t$ Distribution 165
Confidence Interval About a Population Mean 168
Categories of Inferential Statistics 172
Key Terms 173
chapter 9  **Effect Size and NHST: One-Sample Designs**  
175
Effect Size Index  176
The Logic of Null Hypothesis Significance Testing (NHST)  179
Using the $t$ Distribution for Null Hypothesis Significance Testing  182
A Problem and the Accepted Solution  184
The One-Sample $t$ Test  186
An Analysis of Possible Mistakes  188
The Meaning of $p$ in $p < .05$  191
One-Tailed and Two-Tailed Tests  192
Other Sampling Distributions  195
Using the $t$ Distribution to Test the Significance of a Correlation Coefficient  195
$t$ Distribution Background  197
Why .05?  198
*Key Terms*  199

chapter 10  **Effect Size, Confidence Intervals, and NHST: Two-Sample Designs**  
200
A Short Lesson on How to Design an Experiment  201
Two Designs: Paired Samples and Independent Samples  202
Degrees of Freedom  206
Paired-Samples Design  208
Independent-Samples Design  212
The NHST Approach  217
Statistical Significance and Importance  222
Reaching Correct Conclusions  222
Statistical Power  225
*Key Terms*  228
What Would You Recommend? Chapters 7-10  229

Transition Passage to More Complex Designs  230
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Analysis of Variance: Independent Samples</td>
<td>231</td>
</tr>
<tr>
<td></td>
<td>Rationale of ANOVA</td>
<td>233</td>
</tr>
<tr>
<td></td>
<td>More New Terms</td>
<td>240</td>
</tr>
<tr>
<td></td>
<td>Sums of Squares</td>
<td>240</td>
</tr>
<tr>
<td></td>
<td>Mean Squares and Degrees of Freedom</td>
<td>245</td>
</tr>
<tr>
<td></td>
<td>Calculation and Interpretation of $F$ Values Using the $F$ Distribution</td>
<td>246</td>
</tr>
<tr>
<td></td>
<td>Schedules of Reinforcement—A Lesson in Persistence</td>
<td>248</td>
</tr>
<tr>
<td></td>
<td>Comparisons Among Means</td>
<td>250</td>
</tr>
<tr>
<td></td>
<td>Assumptions of the Analysis of Variance</td>
<td>254</td>
</tr>
<tr>
<td></td>
<td>Random Assignment</td>
<td>254</td>
</tr>
<tr>
<td></td>
<td>Effect Size Indexes and Power</td>
<td>255</td>
</tr>
<tr>
<td></td>
<td>Key Terms</td>
<td>258</td>
</tr>
<tr>
<td>12</td>
<td>Analysis of Variance: Repeated Measures</td>
<td>259</td>
</tr>
<tr>
<td></td>
<td>A Data Set</td>
<td>260</td>
</tr>
<tr>
<td></td>
<td>Repeated-Measures ANOVA: The Rationale</td>
<td>261</td>
</tr>
<tr>
<td></td>
<td>An Example Problem</td>
<td>262</td>
</tr>
<tr>
<td></td>
<td>Tukey HSD Tests</td>
<td>265</td>
</tr>
<tr>
<td></td>
<td>Type I and Type II Errors</td>
<td>266</td>
</tr>
<tr>
<td></td>
<td>Some Behind-the-Scenes Information About Repeated-Measures ANOVA</td>
<td>267</td>
</tr>
<tr>
<td></td>
<td>Key Terms</td>
<td>270</td>
</tr>
<tr>
<td>13</td>
<td>Analysis of Variance: Factorial Design</td>
<td>271</td>
</tr>
<tr>
<td></td>
<td>Factorial Design</td>
<td>272</td>
</tr>
<tr>
<td></td>
<td>Main Effects and Interaction</td>
<td>276</td>
</tr>
<tr>
<td></td>
<td>A Simple Example of a Factorial Design</td>
<td>282</td>
</tr>
<tr>
<td></td>
<td>Analysis of a $2 \times 3$ Design</td>
<td>291</td>
</tr>
<tr>
<td></td>
<td>Comparing Levels Within a Factor—Tukey HSD Tests</td>
<td>297</td>
</tr>
<tr>
<td></td>
<td>Effect Size Indexes for Factorial ANOVA</td>
<td>299</td>
</tr>
<tr>
<td></td>
<td>Restrictions and Limitations</td>
<td>299</td>
</tr>
<tr>
<td></td>
<td>Key Terms</td>
<td>301</td>
</tr>
<tr>
<td></td>
<td>Transition Passage to Nonparametric Statistics</td>
<td>302</td>
</tr>
<tr>
<td>14</td>
<td>Chi Square Tests</td>
<td>303</td>
</tr>
<tr>
<td></td>
<td>The Chi Square Distribution and the Chi Square Test</td>
<td>305</td>
</tr>
<tr>
<td></td>
<td>Chi Square as a Test of Independence</td>
<td>307</td>
</tr>
<tr>
<td></td>
<td>Shortcut for Any $2 \times 2$ Table</td>
<td>310</td>
</tr>
<tr>
<td></td>
<td>Effect Size Indexes for $2 \times 2$ Tables</td>
<td>310</td>
</tr>
<tr>
<td></td>
<td>Chi Square as a Test for Goodness of Fit</td>
<td>314</td>
</tr>
</tbody>
</table>
Chi Square With More Than One Degree of Freedom 316
Small Expected Frequencies 321
When You May Use Chi Square 324

*Key Terms* 327

**chapter 15 More Nonparametric Tests 328**
The Rationale of Nonparametric Tests 329
Comparison of Nonparametric to Parametric Tests 330
Mann-Whitney *U* Test 332
Wilcoxon Signed-Rank *T* Test 339
Wilcoxon-Wilcox Multiple-Comparisons Test 344
Correlation of Ranked Data 348

*Key Terms* 353

*What Would You Recommend? Chapters 11-15* 353

**chapter 16 Choosing Tests and Writing Interpretations 356**
A Review 356
My (Almost) Final Word 357
Future Steps 358
Choosing Tests and Writing Interpretations 359

*Key Term* 368

**Appendixes**

<table>
<thead>
<tr>
<th>A</th>
<th>Getting Started</th>
<th>371</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Grouped Frequency Distributions and Central Tendency</td>
<td>376</td>
</tr>
<tr>
<td>C</td>
<td>Tables</td>
<td>380</td>
</tr>
<tr>
<td>D</td>
<td>Glossary of Words</td>
<td>401</td>
</tr>
<tr>
<td>E</td>
<td>Glossary of Symbols</td>
<td>405</td>
</tr>
<tr>
<td>F</td>
<td>Glossary of Formulas</td>
<td>407</td>
</tr>
<tr>
<td>G</td>
<td>Answers to Problems</td>
<td>414</td>
</tr>
</tbody>
</table>

References 466
Index 472