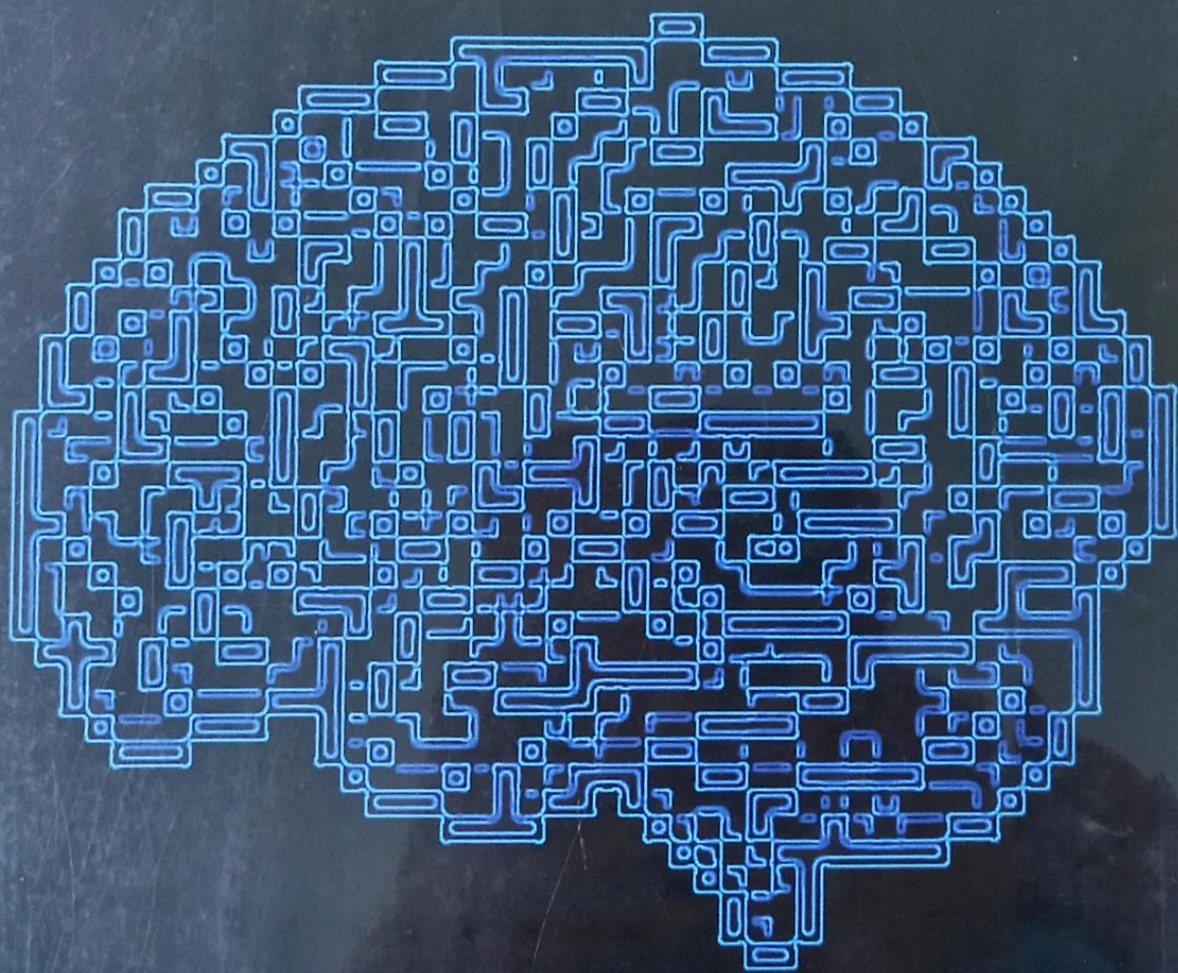


# EXPERIMENTAL DESIGN IN PSYCHOLOGY

A CASE APPROACH

M. KIMBERLY MACLIN



NINTH EDITION



# Experimental Design in Psychology

**Ninth Edition**

**A Case Approach**

**M. Kimberly MacLin**

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"MacLin's *Experimental Design in Psychology* conveys the process of scientific inquiry in a way that will appeal to a new generation of students whether they are budding researchers or simply completing a research requirement. The case approach provides contemporary and classic examples from across the sub-disciplines of psychology and the step-by-step discussion related to how to read, assess, and use scientific information is sure to appeal to students motivated to distinguish 'fake' from 'fact' and information from knowledge."

Kimberley A. McClure, Western Illinois University, USA

"In this 9th Edition, MacLin provides critical updates to her comprehensive text designed for an undergraduate research methods in psychology course. After reviewing foundational principles inherent to research methodology within psychological science, MacLin demonstrates these concepts in the context of published studies from various subfields within psychology. Importantly, MacLin expands upon fundamental ethical considerations to highlight current issues pertaining to responsible conduct within psychological science. This strategic update is not only commendable, but should be regarded as an indispensable component of the pedagogy used to train future generations of psychological scientists."

Dwight J. Peterson, Concordia College, USA

"To my students' benefit, I've used this text for many years while teaching research methods in psychology. MacLin's 9th Edition retains the tried-and-true approachable writing she started with Solso and reinvigorates it with an astonishingly refreshing and smooth conversational discourse to introduce topics throughout the text. For those of us teaching research methods, we can hardly do better by our students in asking them to read MacLin's text, and by ourselves in reading it and improving our conversation starters about the elements of psychological research!"

Fábio P. Leite, The Ohio State University at Lima, USA

This text is about *doing* science and the active process of reading, learning, thinking, generating ideas, designing experiments, and the logistics surrounding each step of the research process. In easy-to-read, conversational language, Kim MacLin teaches students experimental design principles and techniques using a tutorial approach in which students read, critique, and analyze over 75 actual experiments from every major area of psychology. She provides them with real-world information about how science in psychology is conducted and how they can participate.

Recognizing that students come to an experimental design course with their own interests and perspectives, MacLin covers many subdisciplines of psychology throughout the text, including IO psychology, child psychology, social psychology, behavioral psychology, cognitive psychology, clinical psychology, health psychology, educational/school psychology, legal psychology, and personality psychology, among others. Part I of the text is content oriented and provides an overview of the principles of experimental design. Part II contains annotated research articles for students to read and analyze. Classic articles have been retained and 11 new ones have been added, featuring contemporary case studies, information on the Open Science movement, expanded coverage on ethics in research, and a greater focus on becoming a better writer, clarity and precision in writing, and reducing bias in language.

This edition is up to date with the latest APA Publication Manual (7th edition) and includes an overview of the updated bias-free language guidelines, the use of singular "they," the new ethical compliance checklist, and other key changes in APA style. This text is essential reading for students and researchers interested in and studying experimental design in psychology.

Kim MacLin, PhD, is a Professor of Psychology at the University of Northern Iowa. She has won several awards including the State of Iowa Board of Regents Award for Faculty Excellence in Research, Teaching, and Service. Previous editions of *Experimental Design in Psychology: A Case Approach* (formerly *Experimental Psychology: A Case Approach*) have been translated into Arabic, Chinese, Korean, Turkish, and Russian.

## RESEARCH METHODS

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