



## Research Methods: A Tool for Life (3rd Edition)

By Bernard C. Beins

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**Research Methods: A Tool for Life (3rd Edition)** By Bernard C. Beins

*How psychological research makes a difference in everyday lives*

Research Methods: A Tool for Life introduces readers to the importance of scientific research in every day life. Updated in the third edition, this text presents current research that engages students with familiar issues. Discussions of controversies in psychology stimulate student interest while explaining important methodological concepts, which helps students understand how new research emerges.

### Learning Goals

Upon completing this book, readers should be able to:

- Generate a research question and select an appropriate methodology
- Deal appropriately with ethical issues related to research
- Conduct meaningful research using a wide array of methodologies
- Consider social and cultural factors when consuming or conducting research
- Write a Research Report

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## **Research Methods: A Tool for Life (3rd Edition) By Bernard C. Beins Bibliography**

- Sales Rank: #438724 in Books
- Brand: Brand: Pearson
- Published on: 2012-10-28
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x .90" w x 7.20" l, 1.55 pounds
- Binding: Hardcover
- 480 pages

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### Editorial Review

From the Back Cover

Research Methods: A Tool for Life Bernard Beins, Ithaca College After reading this book, students will understand how to conduct meaningful research using a wide array of methodologies. They will also appreciate the social and cultural factors that influence how they carry out research and how they interpret it. To help engage students, each chapter presents controversies that illustrate the methods of that chapter.

Highlights:

- Discussions of controversies in psychology stimulate student interest while explaining important methodological concepts.
- Covers the effects of culture and society on research.
- Study/review questions allow students to rehearse material they have read.
- Running glossary teaches students the meanings of psychological terms as they encounter them in their reading.
- End-of-chapter reviews reinforce the material in the chapter.

About the Author

**Bernard C. (Barney) Beins**, Ph.D., is professor and chair of psychology at Ithaca College. He is author of about 150 articles, chapters, books, and pedagogical material and has given about 200 presentations. He recently received the Charles L. Brewer Distinguished Teaching of Psychology Award from the American Psychological Foundation. He is author with his daughter Agatha of *Effective Writing in Psychology: Papers, Posters, and Presentations* (Wiley-Blackwell) and *Research Methods: A Tool for Life* (Allyn & Bacon/Pearson).

### Users Review

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**Corrina Sutton:**

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