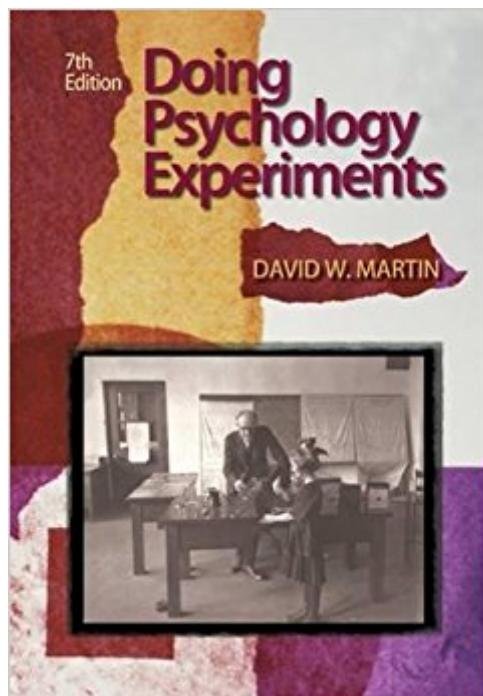


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# Doing Psychology Experiments, 7th Edition



## **Synopsis**

Learn how to design, execute, interpret, and report on simple psychology experiments! David W. Martin blends humor, clear instruction, and solid scholarship to make this concise text a perfect introduction to research methods in psychology. **DOING PSYCHOLOGY EXPERIMENTS** guides you through the experimentation process in a step-by-step manner. Martin emphasizes the decision-making aspects of research, as well as the logic behind research procedures. He also devotes two separate chapters to many of the ethical questions that confront new experimenters - giving you a complete introduction to the psychology laboratory.

## **Book Information**

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## **Customer Reviews**

A major strength of the text is the author's casual and first-person style of writing. The examples are simple, fun, and excellent representations of the concepts. I love the cartoons. They are so comical and could serve as nice memory aids for some of the concepts because they provide a visual for ideas that really don't have a representative icon the way other concepts in psychology do. Joy Drinnon, Milligan College

Martin is uniquely and invitingly different. William Hardy, Sierra College

This is a very neat little book. It's as close to a page-turner as one can find in this area-it's clearly written by an experimenter who speaks from experience. I was very happy to have reviewed it and I would recommend it to anyone interested in solid, comprehensive psychological research. Daniel Cerutti, Duke University

David W. Martin is professor and head of the Department of Psychology at North Carolina State University. Previously he was professor and department head at New Mexico State University. He has a bachelor's degree from Hanover College, where he majored in psychology and physics. He also has a master's degree and Ph.D. from The Ohio State University, where he majored in engineering psychology. His teaching interests include experimental methods, introductory psychology, human performance, and attention. He has won teaching awards at both NC State and NMSU. Dr. Martin has published in a number of research journals in the areas of attention, decision making, and memory. He is a member of the American Psychological Association, American Psychological Society, Human Factors and Ergonomics Society, and Psychonomic Society. He has also served as president of the Rocky Mountain Psychological Association. In his leisure hours, Dr. Martin enjoys running, scuba diving, singing, and playing at the beach with his two young sons. For 12 years he raced dirt-track stockcars and was known as "Dangerous David, the Racing Professor".

After taking Statistics 1 and 2, I was assigned to read this for a research class. I expected it to dry, dull, and difficult to read. It completely failed to meet my expectations. It was, instead, a charming book, full of important information presented in a humorous and enjoyable way. I certainly did not expect to find myself laughing out loud while doing my assigned reading! I actually read more each week than was assigned, and feel as if I have truly learned much. I wish I had read this prior to taking any courses in statistics; statistics would have made so much more sense if I'd learned what is given in this book.

I had to get this book for a class. I really love the author's writing style. He keeps it simple, clear, and injects a brand of humor that I totally get. You know, that kind of dorky sense of humor that's not uncommon in the field? It's great. I'm going to keep the book as a reference, I'd rather refer to it in the future than some dry information if possible. Some of the information may seem dated, but I think he's done a good job of including updated information in the latest edition. Gave me an appreciation for how journal articles/references had to be looked up in the pre-online database days.

I was pleasantly surprised by how pleasant and upbeat of a book this was for being a research methods book. It is clever and witty without overdoing it and makes the process of reading it not so much of a chore. I didn't expect to enjoy it but I actually did. The information contained within was accurate, wise, and did not steer me wrong.

This book was originally purchased for an Experimental Psychology class. This book was also like a bible for me. The author uses a form of writing that makes an already difficult subject easier to understand with the drawings and diagrams that reiterate in a visual manner what is being said in a written manner. This author does something not many college textbook authors do: he writes so students understand the concepts and terms. Many textbook authors believe students don't need easy material in a book most especially if they are college students, but we are in fact still students and need to learn the material to understand and not to sound smart. This author does this and so much more; I would recommend this to anyone wanting to know about any type of experiment and the basics of them.

excellent text book

Such a disappointment. Very bad shape for the price. I will hesitantly use if I ever again

This book is making my research methods class tolerable. Martins writing isn't dry like I expected it to be, it actually is kind of fun to read.

This book was great! I am currently a psychology student, and this book was an easy read. It explained everything with scenarios and humor. It also gave detailed examples. The author was very helpful in explaining terms, concepts, and lectures. I would highly recommend this book to any psychology student. It is a break from any other ordinary textbook.

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