



Serious Stats: A guide to advanced statistics for the behavioral sciences

By Thomas Baguley

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Ideal for experienced students and researchers in the social sciences who wish to refresh or extend their understanding of statistics, and to apply advanced statistical procedures using SPSS or R. Key theory is reviewed and illustrated with examples of how to apply these concepts using real data.?

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Bibliography

- Sales Rank: #133162 in Books
- Published on: 2012-08-07
- Released on: 2012-08-07
- Original language: English
- Number of items: 1
- Dimensions: 11.09" h x 1.04" w x 7.41" l, 3.65 pounds
- Binding: Paperback
- 864 pages

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Review

"This is an excellent text on advanced univariate statistics covering the range from probability distributions to multilevel models. The book is perfect for advanced undergraduates, honors students, and beginning graduate students." - Toon Cillessen, Professor of Psychology at Radboud University, Nijmegen, The Netherlands

"*Serious Stats* is a tour de force and a highly accessible exception amongst statistics textbooks. Blow the dust and presumptions off your undergraduate statistics and learn about the things you really need to know about modeling data and how to achieve them, especially if you're R-curious. Baguley will become the must-have resource for researchers who are serious about getting the most from their experiments." - Philip J. Benson, Senior Lecturer, School of Psychology, University of Aberdeen, UK

"A nice and almost encyclopaedic companion for behavioral scientists, which covers not only the usual topics of ANOVA and regression, but also such important themes like effect size and power, resampling methods, Bayesian inference, discrete outcomes, and multilevel models, with many useful references for further reading." - Gerard van Breukelen, Associate Professor of Statistics, Maastricht University, The Netherlands

"This book gives one of the most comprehensive, detailed and, importantly, readable accounts of statistical methods used in behavioral research. It provides superb coverage of the principles and assumptions of standard methods of analysis, as well as of the more complex and powerful techniques available in the statistical armory, such as multilevel modeling. It is a book which every Experimental Psychologist will find helpful to have on their shelf." - Michael Pilling, Lecturer in Psychology, Oxford Brookes University, UK

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About the Author

Thomas Baguley is Professor of Experimental Psychology at Nottingham Trent University, UK. He is an experimental psychologist working particularly on the statistical or mathematical modelling of long-term memory and spatial cognition. He has over 20 years of teaching and research experience and is Editor of the *British Journal of Mathematical and Statistical Psychology*.

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