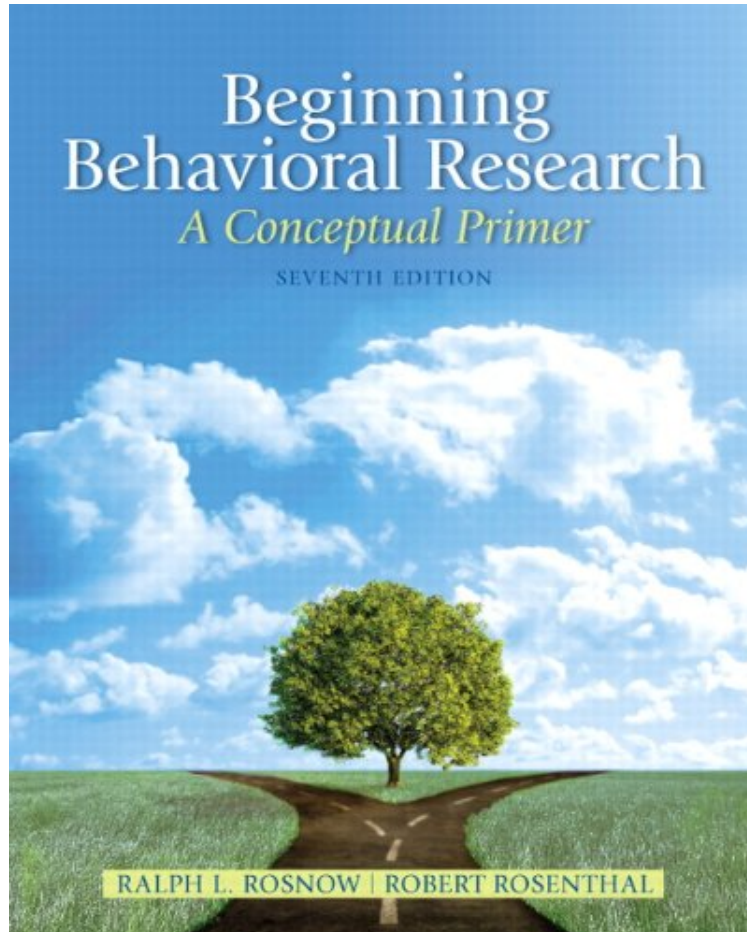


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## Beginning Behavioral Research: A Conceptual Primer (7th Edition)

*Ralph L. Rosnow, Robert Rosenthal*

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About the Author Ralph L. Rosnow is now Thaddeus Bolton Professor Emeritus at Temple University in Philadelphia, PA, where he taught courses in research methods and statistics for many years and directed the Ph.D. program in social and organizational psychology. He also taught research methods at Boston University in a masters degree program in communication research and at Harvard University as a visiting professor in the psychology department. <http://astro.temple.edu/~rosnow> Robert Rosenthal is a Distinguished Professor at the University of California at Riverside and Edgar Pierce Professor of Psychology, Emeritus, Harvard University. In the realm of statistical data analysis, his special interests are in experimental design and analysis, contrast analysis, and meta-analysis. He served as co-chair of the Task Force on Statistical Inference of the American Psychological Association. <http://psych.ucr.edu/faculty/rosenthal>