



Social Science Research Design and Statistics: A Practitioner's Guide to Research Methods and IBM SPSS Analysis

By Alfred P. Rovai, Jason D. Baker, Michael K. Ponton

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Editorial Review

From the Author

Most people are aware of the high tuition costs that come with a college education. However, textbooks are also increasing in price. According to the Twenty Million Minds Foundation, the average amount that college students spend on textbooks has risen from about \$900 to almost \$1,300 per year in the past few years.

Two colleagues and I got an idea regarding a deeply discounted textbook when we were discussing Clayton Christensen's work on disruptive innovation at the university where I worked. Disruptive innovation is a term coined by Mr. Christensen that describes a process by which a product or service takes root initially in simple applications at the bottom of a market and then relentlessly moves upmarket, eventually displacing established competitors. At the meetings we were discussing models to reduce tuition expenses. However, we thought the concept could also be applied to textbooks, since they, like tuition, have become so expensive.

We decided to move forward with our concept. We wrote a textbook for courses on research design and/or statistics using SPSS (which we have taught in the past). The paperback version of the second edition is 630 8x10 pages long with a \$29.95 list price. It is a substantial book with an extraordinary low list price for a research textbook. E-book versions go for \$9.99. This one book replaces two textbooks I used in my courses—one lists for \$118.60 (on SPSS) and the other \$154 (on statistics). The book we wrote covers the content of these two books and more. Replacing the two textbooks with our textbook save our students over \$200 for a single course! If this is not a disruptive use of technology, I don't know what is. I hope this concept takes root and you find this book useful.

Alfred P. Rovai
Chesapeake, Virginia

From the Back Cover

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Fred, a native of San Jose, California, received a BA degree (mathematics) from San Jose State University, an MA degree (public administration) from the University of Northern Colorado, and an MS degree (education) and PhD degree (academic leadership) from Old Dominion University. He also completed postgraduate work in systems management at the University of Southern California and possesses a postgraduate professional license in mathematics from the Commonwealth of Virginia.
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Users Review**From reader reviews:****Dominique Fletcher:**

Exactly why? Because this Social Science Research Design and Statistics: A Practitioner's Guide to Research Methods and IBM SPSS Analysis is an unordinary book that the inside of the guide waiting for you to snap the item but latter it will jolt you with the secret that inside. Reading this book adjacent to it was fantastic author who else write the book in such incredible way makes the content interior easier to understand, entertaining method but still convey the meaning completely. So , it is good for you because of not hesitating having this any more or you going to regret it. This unique book will give you a lot of advantages than the other book possess such as help improving your expertise and your critical thinking approach. So , still want to hold off having that book? If I ended up you I will go to the e-book store hurriedly.

Laura Mason:

Social Science Research Design and Statistics: A Practitioner's Guide to Research Methods and IBM SPSS Analysis can be one of your basic books that are good idea. We recommend that straight away because this publication has good vocabulary that can increase your knowledge in vocabulary, easy to understand, bit entertaining but still delivering the information. The article writer giving his/her effort to set every word into satisfaction arrangement in writing Social Science Research Design and Statistics: A Practitioner's Guide to Research Methods and IBM SPSS Analysis but doesn't forget the main stage, giving the reader the hottest and based confirm resource information that maybe you can be one among it. This great information can easily drawn you into new stage of crucial thinking.

Scott Seward:

On this era which is the greater individual or who has ability in doing something more are more special than other. Do you want to become among it? It is just simple solution to have that. What you need to do is just spending your time not very much but quite enough to have a look at some books. One of the books in the top listing in your reading list is usually Social Science Research Design and Statistics: A Practitioner's Guide to Research Methods and IBM SPSS Analysis. This book which is qualified as The Hungry

Mountains can get you closer in getting precious person. By looking way up and review this book you can get many advantages.

Shirley Parker:

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