

Statistics and Research Methodology: A Gentle Conversation

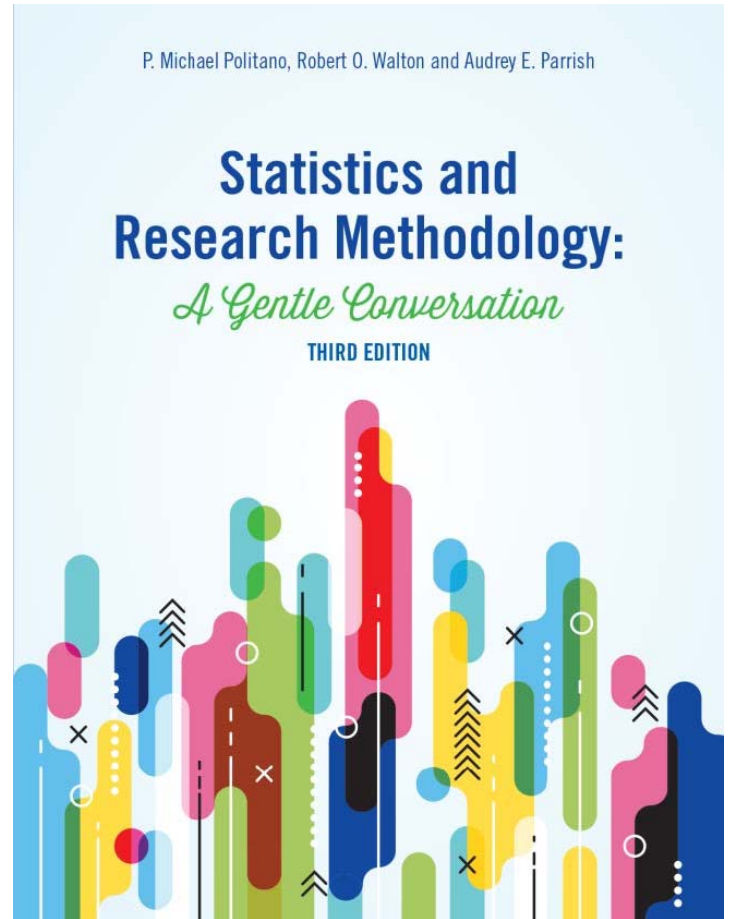
THIRD EDITION

Not your typical stats textbook!

A friendly, non-intimidating approach to statistics

A Gentle Conversation is meant to be a student-friendly introduction to research methodology and statistics, aimed at allaying students' fears and anxieties about studying these topics.

Our more conversational approach should help students feel as if the authors are standing by them, explaining concepts and procedures as they read through the text. We use examples throughout to clarify concepts and strengthen the connections between statistics, data, and research questions.



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