The 2nd edition of Research Methods for Social Psychology offers information on how to conduct empirical research in social psychology. The author teaches readers to think like experimental social psychologists, that is, to use or develop explanatory theories and to manipulate and measure variables in order to explain the origin or purpose of some aspect of social life. It provides information to perform research projects on human social behavior from start to finish, from selecting a research topic to collecting and analyzing data to writing up and the results using the American Psychological Association’s required format (i.e., APAstyle). Along the way, they will learn about the particular ethical issues social psychologists face, the logic of experimental design, alternative research approaches, sorting accuracy from error in research, and how to orally present their findings, among other issues.

This book contains up-to-date scholarship and emphasizes active learning through pedagogical activities and exercises designed to help students design and execute their own social psychological research.

Dana S. Dunn is Professor of Psychology at Moravian College in Bethlehem, PA. Among other works, he is the author of Statistics and Data Analysis for the Behavioral Sciences (2001), and A Short Guide to Writing about Psychology (2004), as well as several works currently in preparation, including Best Practices for Teaching Critical Thinking in Psychology (with Randolph Smith and Jane Halonen; 2009), Psychology Applied to Modern Life: Adjustment in the 21st Century, 9th edition (with Wayne Weiten and
Margaret A. Lloyd; 2009), and the second edition of *The Practical Researcher: A Student Guide to Conducting Psychological Research* (Wiley Blackwell; 2010). Dana Dunn is a Fellow of the American Psychological Association (APA) and a charter member of the American Psychological Society (APS).

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- Additional examples of archival sources for research (chapter 5).

- Broader discussion of online surveys for student research (chapter 6).

- Discussion of ways that the Internet may be influencing people's recall of events, which in turn may impact verbal dependent measures (chapter 8).

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• Updated information on how to write an APA-style paper based on the 6th edition of the Publication Manual (chapter 12).

• New sample references for articles, books, and chapters written in APA-style (chapter 12).

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• A rubric designed to help students plan, deliver, and evaluate one another; oral presentations (chapter 12).

• New exercises added to the list appearing at the end of each chapter.

• Additional journals added to the list of Major Journals in Social Psychology (Appendix A)

• Over 60 new or updated citations.

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**FEATURES**

• Active learning activities on social psychology in each chapter, as well as thought exercises at the end of each chapter

• Guidance on developing social psychology research topics, advice on ethics reviews of research projects, instructions on how to design independent and dependent variables, and assistance with performing a post-experimental interviews with participants

• A standalone chapter on basic data analysis, in addition to directions for putting statistical results into words

• Guidance on writing APA-style summaries of social psychology experiments, as well as giving oral and poster presentations; includes a sample annotated APA-style lab report

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