



Research Methods in Applied Behavior Analysis

By Jon S. Bailey, Mary R. Burch

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This very practical, how-to text provides the beginning researcher with the basics of applied behavior analysis research methods. In 10 logical steps, this text covers all of the elements of single-subject research design and it provides practical information for designing, implementing, and evaluating studies. Using a pocketbook format, the authors provide novice researcher with a "steps-for-success" approach that is brief, to-the-point, and clearly delineated.

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Editorial Review

Review

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(Pamela G. Osnes)

"There is a definite need for a 'how to' book such as this to train behavior analysts...The authors have a very thorough and understandable approach to the topics. They include lots of examples and everyday insights and practical tips that are valuable to new researchers...The strength of this book seems to be in the authors' experience and sharing of practical advice to readers."

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"I like the conversational style, and I think my students would enjoy reading this book...There is no other how-to text on this topic. I think it will make a useful and much-needed addition to the behavioral textbook market."

(Jennifer Austin)

About the Author

Jon S. Bailey, Ph.D., is a Professor of Psychology at Florida State University. Dr. Bailey is a past editor of the Journal of Applied Behavior Analysis, the author of over 100 scholarly research articles, and was listed in the Behavior Analyst as the second most widely published author in applied behavior analysis. Dr. Bailey is an internationally recognized speaker on the topic of applied behavior analysis. He has given major addresses at conferences throughout the United States, Canada, and Europe. He has guided over 50 doctoral candidates and many more master's students through publishable dissertations. In this book, he tells the secrets to his success with practical advice that can make or break a study.

Mary R. Burch, Ph.D., is a Board Certified Behavior Analyst. She is also a Certified Applied Animal Behaviorist. Dr. Burch is an award winning writer; she has published five books and over 100 articles. Her behavioral research has been published by the U.S. Department of Education. Dr. Burch is a member of the American Society of Journalists and Authors.

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