



# Fundamental Statistics for the Social and Behavioral Sciences

By Howard T. Tokunaga



**Fundamental Statistics for the Social and Behavioral Sciences** By Howard T. Tokunaga

This thematically-based textbook places statistics within the research process, illustrating how statistics are used to answer questions and test ideas. Students learn not only how to calculate statistics, but also how to interpret the results of statistical analyses in light of a study's research hypothesis and to communicate their results and interpretations to a broader audience. Featuring accessible writing and well-integrated research examples, **Fundamental Statistics for the Social and Behavioral Sciences** by Howard T. Tokunaga is designed to help readers develop an appreciation of how statistics are applied to topics and questions of interest, gain an appreciation of issues related to the use of statistics, and enhance their understanding of the research process and the role of statistics within it.

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### Editorial Review

#### Review

"This textbook is very well written. It is very easy to read and is easy to follow the material presented. There are a lot of good practical examples that students can easily relate to. It seems that there are more exercise problems at the end of each chapter compared to other textbooks, which is a big plus." (Hideki Morooka, Fayetteville State University)

"I like that it [Fundamental Statistics for the Social and Behavioral Sciences] incorporates SPSS examples in each relevant chapter and gives a detailed description of how each formula is done, what the steps to each analysis is, and applying it to a real life problem...The book lays out the formulas step by step. Most students in my experience have a problem with formulas when you move beyond the simple calculation of the mean. I think that the formulas are well laid out with a step-by-step guide on how to calculate each with the appropriate explanation of each step and the final product of the equation." (Shelly A. McGrath, University of Alabama at Birmingham)

#### About the Author

**Howard T. Tokunaga** is a professor of psychology at San Jose State University, where he serves as coordinator of the MS Program in Industrial/Organizational (I/O) Psychology and teaches undergraduate and graduate courses in statistics, research methods, and I/O psychology. He received his bachelor's degree in psychology at UC Santa Cruz and his PhD in psychology at UC Berkeley. In addition to his teaching, he has consulted with a number of public sector and private sector organizations on a wide variety of management and human resource issues. He is co-author (with G. Keppel) of *Introduction to Design and Analysis: A Student's Handbook*.

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