



Introduction to Statistics: Fundamental Concepts and Procedures of Data Analysis

By Howard M. Reid

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Using a truly accessible and reader-friendly approach, **Introduction to Statistics: Fundamental Concepts and Procedures of Data Analysis**, by Howard M. Reid, redefines the way statistics can be taught and learned. Unlike other books that merely focus on procedures, Reid's approach balances development of critical thinking skills with application of those skills to contemporary statistical analysis. He goes beyond simply presenting techniques by focusing on the key concepts readers need to master in order to ensure their long-term success. Indeed, this exciting new book offers the perfect foundation upon which readers can build as their studies and careers progress to more advanced forms of statistics.

Keeping computational challenges to a minimum, Reid shows readers not only how to conduct a variety of commonly used statistical procedures, but also when each procedure should be utilized and how they are related. Following a review of descriptive statistics, he begins his discussion of inferential statistics with a two-chapter examination of the Chi Square test to introduce students to hypothesis testing, the importance of determining effect size, and the need for post hoc tests. When more complex procedures related to interval/ratio data are covered, students already have a solid understanding of the foundational concepts involved. Exploring challenging topics in an engaging and easy-to-follow manner, Reid builds concepts logically and supports learning through robust pedagogical tools, the use of SPSS, numerous examples, historical quotations, insightful questions, and helpful progress checks.

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Editorial Review

Review

“The text is VERY well written...I like the logical flow of the text the BEST. I also like the outlines, tables, explanations of symbols inserted within the text. I find them very appropriate in the timing of presentation and thus helpful to continue reading the sample chapter.”

—**May Takeuchi,**

University of North Alabama

(May Takeuchi 2013-06-18)

“It’s easy to read, well explained, student-friendly and a little fun. The author is very knowledgeable about statistical analyses and history. SPSS outputs are a good touch. I also love the mathematics in the introduction because I have to go over this very same information at the beginning of each semester and other texts don’t typically provide it the way it is done here (these are all the mathematical functions that the students need to know to succeed in a statistics class).”

— **Cornelia**

Brooks, *Bowie State University*

(Cornelia Brooks 2013-06-18)

“I really like the multiple-choice quiz questions at the end of the chapters. Students typically struggle with multiple-choice questions at the beginning of this course. They don’t really understand why there are such questions in a “math” class. Having these quizzes in the textbook would really help them work through that.”

—**Christy Miller Cowan,**

Lincoln Memorial University

(Christy Miller Cowan 2013-06-18)

“It is very readable with clear explanations and examples.”

—**Michael A. Bock,** *American International College*

(Michael A. Bock 2013-06-18)

“I like the focus on definitional formulas rather than computational formulas. I think the description of how to use SPSS is extremely clear.”

—**Kristi**

Lemm, *Western Washington University*

(Kristi Lemm 2013-06-18)

“After reviewing the full text I believe that the presentation, organization, and writing style of this book are a breakthrough in terms of the statistics books available for courses such as mine.”

—**Thomas Uttaro**, *College of*

Staten Island, City University of New York

(Thomas Uttaro 2013-06-18)

“The organization around data types and links across chapters are the key advantages to this text. Also the end matter of each chapter is very good. The succinct summary of the procedure, when it is used, and its underlying assumptions are excellent. Inclusion of the SPSS exercises is also a major advantage.”

—**Joseph**

G. Johnson, *Miami University*

(Joseph G. Johnson 2013-06-18)

“The text is accessible; it is engaging. I like the organization based on levels of measurement, and the “math instruction” in the Introduction. My students would appreciate the variety of examples. I very much like the explanation of “why ANOVA” linked to Table 10.2 with the presentation of error rates. I think that keeping track of the assumptions at the end of each chapter is a wonderful idea/check, and I like the manner in which the author includes material on “regression to the mean,” which is often buried in a methods text without meaningful references.”

—**Marilyn**

Dantico, *Arizona State University*

(Marilyn Dantico 2013-06-18)

“...The examples provided are good for helping students understand the math behind and meaning of the calculated statistics. I also think that the SPSS walkthrough would be beneficial to those courses where SPSS is utilized. In addition, I like the chapter titles that re-emphasize what sort of data is being analyzed for the various statistics that are calculated (e.g., Chapter 9 spells out that Interval and Ratio data are utilized in one sample Z and T tests).

—
Johnathan D. Forbey, *Ball State University*

(Johnathan D. Forbey 2013-06-18)

“This text helps students understand how each aspect of psychology is one piece of a complex puzzle which together provides a complete picture of the study of psychology as a whole.”

—**Nanette Silverman**, *Dowling College*

(Nanette Silverman 2013-06-18)

“The non-traditional, but student friendly way of organizing the statistical tests will help students to better grasp the material. If instructors teach computer data analysis (SPSS) with their statistics course, then this book would be good for both.”

—**Ngoc H. Bui**, *University of La Verne*

(Ngoc H. Bui 2013-06-18)

“The major strength this text possesses is the approach in explaining and demonstrating the statistical concepts and applications.”

—**Elizabeth Kudadjie-**

Gyamfi, Long Island University, Brooklyn

(Elizabeth Kudadjie-Gyamfi 2013-06-18)

About the Author

Howard M. Reid, professor in the Psychology Department at SUNY Buffalo State, received his doctorate in experimental psychology from the University of Maine and then completed postdoctoral study in behavior genetics at The Jackson Laboratory in Maine. Dr. Reid is an active researcher with broad interests, including published work in operant analysis of behavior and animal models of epilepsy, as well as the associations between ADHD and laterality. He has also directed numerous undergraduate research projects which have been presented at local, regional, and national conferences. Dr. Reid is the recipient of a number of prestigious awards, including the SUNY Chancellor’s Awards in Teaching and Faculty Service and the Buffalo State President’s Award for Excellence as an Undergraduate Research Mentor. Dr. Reid is currently testing a scale constructed to measure student appreciation of the liberal arts, is working with his statistics TAs in research projects, and chairs the college senate.

Users Review

From reader reviews:

Shawn Midkiff:

Now a day people that Living in the era wherever everything reachable by connect with the internet and the resources within it can be true or not call for people to be aware of each details they get. How individuals to be smart in acquiring any information nowadays? Of course the correct answer is reading a book. Studying a book can help men and women out of this uncertainty Information mainly this Introduction to Statistics: Fundamental Concepts and Procedures of Data Analysis book because this book offers you rich details and knowledge. Of course the info in this book hundred per cent guarantees there is no doubt in it you know.

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