



Practical Research: Planning and Design (11th Edition)

By Paul D. Leedy, Jeanne Ellis Ormrod



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Review

From reviews of the text:

“The primary strengths ... are the authors’ capacity to provide a succinct overview to research in its broadest sense, while offering enough depth to both engage the reader and provoke an interest in further study. For this reason, Practical Research: Planning and Design represents a seminal introduction to the subject of research and remains a helpful reference tool along the way for novice and experienced researchers alike.”

– Robert Hayden, Michigan State University

“[Practical Research] is written in a very user-friendly style for novice researchers. It gives a good overview of research methodology in a very concise manner. I like the extended examples.”

– Brian Belland, Utah State University

From the Back Cover

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About the Author

Paul D. Leedy is late of the American University.

Jeanne Ellis Ormrod holds a B.A. degree in psychology from Brown University and M.S. and Ph.D. degrees from The Pennsylvania State University. For more than twenty years she was a faculty member at the University of Northern Colorado, where she taught courses in learning and cognition, educational psychology, measurement, and research methods; she is currently Professor Emerita of Psychological Sciences at UNC. Dr. Ormrod has published numerous research articles but is probably best known for this book and several other textbooks: *Human Learning* (7th ed., 2016); *Educational Psychology: Developing Learners* (8th ed., 2014); *Essentials of Educational Psychology* (4th ed., 2015); *Our Minds, Our Memories: Enhancing Thinking and Learning at All Ages* (2011); and *Child Development and Education* (with Teresa McDevitt; 5th ed., 2013).

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