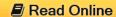


Practical Research: Planning and Design (11th Edition)

By Paul D. Leedy, Jeanne Ellis Ormrod







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Practical Research: Planning and Design (11th Edition) By Paul D. Leedy, Jeanne Ellis Ormrod Bibliography

Sales Rank: #13196 in Books
Published on: 2015-01-03
Original language: English

• Number of items: 1

• Dimensions: 10.70" h x .90" w x 8.40" l, .0 pounds

• Binding: Paperback

• 408 pages

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"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

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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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