

CONTENTS

PART ONE EXPERIMENTAL DESIGN AND PRELIMINARY DATA ANALYSIS	1
Chapter 1. Introduction to Experimental Design	3
Chapter 2. Preliminary Data Analysis	29
PART TWO THE ANALYSIS OF SINGLE-FACTOR EXPERIMENTS	53
Chapter 3. The Logic of Hypothesis Testing	55
Chapter 4. Calculating the F Ratio	79
Chapter 5. Evaluating the F Ratio	107
Chapter 6. Analytical Comparisons in the Single-Factor Design	139
Chapter 7. Estimating Population Means and Effect Size	169
Chapter 8. Errors of Hypothesis Testing and Statistical Power	187
PART THREE THE ANALYSIS OF FACTORIAL DESIGNS	225
Chapter 9. Introduction to the Analysis of Factorial Experiments	227
Chapter 10. Analytical Comparisons in the Factorial Design	277
PART FOUR THE ANALYSIS OF WITHIN-SUBJECTS DESIGNS	313
Chapter 12. The Mixed Within-Subjects Factorial Design	359
Chapter 13. The Two-Factor Within-Subjects Design	399
PART FIVE ADDITIONAL STATISTICAL PROCEDURES	429
Chapter 14. The Analysis of Categorical Data	431
Chapter 15. Correlation and Regression	457
Chapter 16. Additional Topics	501
Appendices	527
Appendix A: Statistical Tables	529
Appendix B: answers to Selected Chapter Exercises	545
Appendix C: Using Statistical Calculators	571
Appendix D: Trend Analysis	585
Glossary: Significant Terms and Concepts	597
References	613
Author Index	617
Subject Index	619