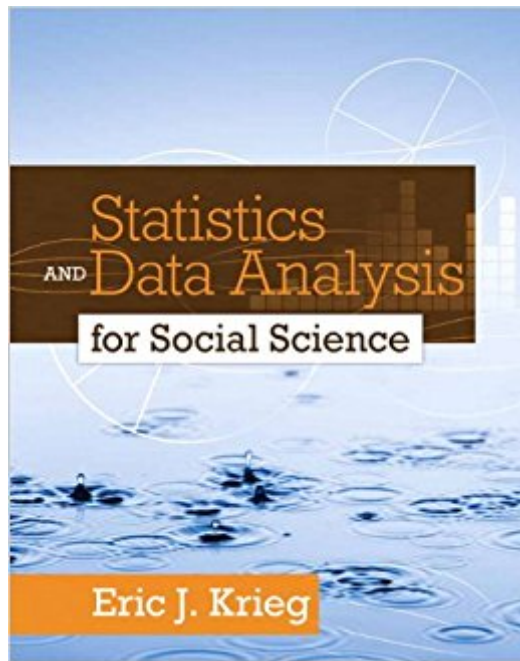




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For a one-semester, undergraduate introductory course in social statistics. • Statistical tools for understanding the social world. • This first edition text seeks to answer the question, universally asked by the social science student, "Why statistics?" • The author introduces only those statistical concepts that are necessary to understand, interpret, and present social science research. • All concepts are introduced in the context of a social science application, and strong emphasis is placed on demonstrating what data "looks like," as opposed to giving theoretical explanations. Complexity of calculations is reduced to those elements necessary for understanding the statistical concept. • Optional technology use is paired with the core elements of the course, making this text a pragmatic and engaging introduction to the practice of social statistics. • Note: MySearchLab does not come automatically packaged with this text. To purchase MySearchLab, please visit: www.mysearchlab.com or you can purchase a ValuePack of the text + MySearchLab with Pearson eText (at no additional cost). ValuePack ISBN-10: 0205863655 / ValuePack ISBN-13: 9780205863655

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The book was well written and informative.

Informative

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