Design Methodology: Understanding and Planning Experiments
Introduction to Human Experimental Psychology
Designing the Experiment
Pitfalls in Experimentation
Psychophysical Methods
Mental Chronometry: Measuring the Speed of Mental Events
Content: Research Areas in Experimental Psychology
Perception and Attention
Conditioning, Learning, and Motivation
Episodic Memory
Semantic Memory
Thinking and Problem Solving
Applying Experimental Methods to Other Areas in Psychology
Procedural Methodology: The Nuts and Bolts of Experimentation
Human Subjects
Apparatus
Stimulus Materials
Descriptive Statistics: Describing and Displaying Data
Inferential Statistics: Drawing Conclusions from Data
The Research Report
Statistical Tables
The Applications of Signal Detection Theory to Recognition Memory
Table of Contents provided by Blackwell's Book Services and R.R. Bowker. Used with permission.