

# Statistical Design for Research



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Addresses basic aspects of research design which are central and common to many related fields in the social sciences, in the health sciences, in education, and in market research. Presents a unified approach to a common core of problems of statistical design that exists in all these fields, along with basic similarities in practical solutions. Describes many examples and analogies that are 'portable' from field to field of applications. Deals with designs that are the primary basis of research studies, but are neglected in most statistical textbooks (which tend to concentrate on statistical analysis). Takes a broader, more general and philosophical view of the statistics for the more fundamental aspects of design than do the standard treatments of experimental design. Carefully organized into seven chapters and 44 sections, this book can be readily consulted by research workers or graduate students. Extensively illustrated.

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