Discovering Statistics Using SPSS
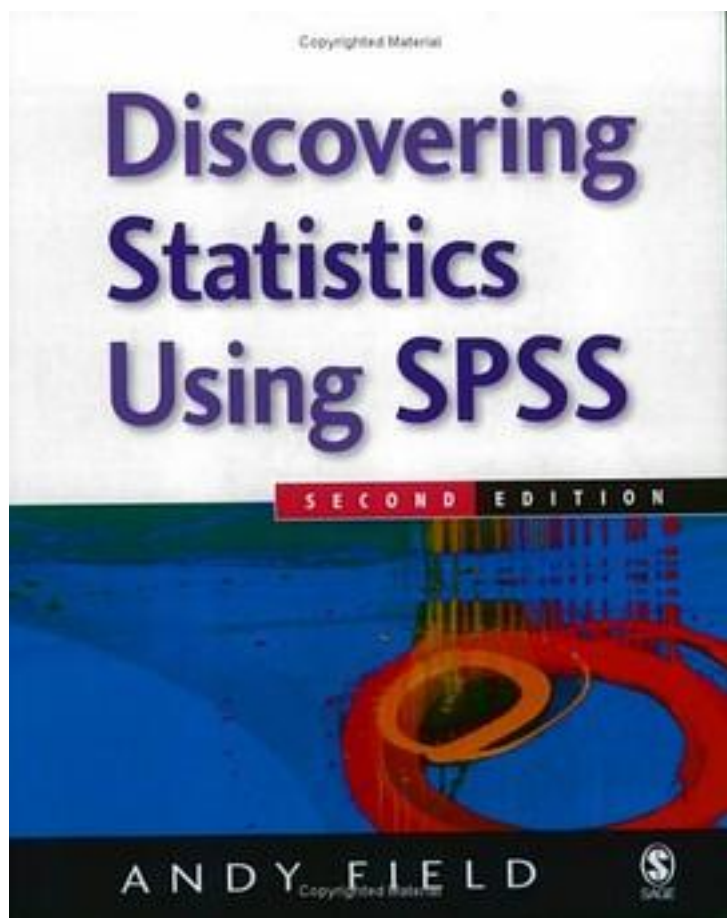
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'In this brilliant new edition, Andy Field has introduced important new introductory material on statistics that the student will need and was missing at least in the first edition. This book is the best blend that I know of a textbook in statistics and a manual on SPSS. It is a balanced composite of both topics, using SPSS to illustrate important

statistical material and, through graphics, to make visible important approaches to data analysis. There are many places in the book where I had to laugh, and that's saying a lot for a book on statistics. His excellent style engages the reader and makes reading about statistics fun' - David C Howell, Professor Emeritus, University of Vermont, USA. This award-winning text, now fully updated with SPSS Statistics, is the only book on statistics that you will need! Fully revised and restructured, this new edition is even more accessible as it now takes students through from introductory to advanced level concepts, all the while grounding knowledge through the use of SPSS Statistics. Andy Field's humorous and self-deprecating style and the book's host of characters make the journey entertaining as well as educational. While still providing a very comprehensive collection of statistical methods, tests and procedures, and packed with examples and self-assessment tests to reinforce knowledge, the new edition now also offers: a more gentle introduction to basic-level concepts and methods for beginners; new textbook features to make the book more user-friendly for those learning about more advanced concepts, encouraging 'critical thinking'; a brand new, full-colour design, making it easy for students to navigate between topics, and to understand how to use the latest version of SPSS Statistics; both 'real world' (the bizarre and the wonderful) and invented examples that illustrate the concepts and make the techniques come alive for students; an additional chapter on multilevel modelling for advanced-level students; and, reinforced binding to make the book easier to handle at a computer workstation. The book also includes access to a brand new and improved companion Website, bursting with features including: animated 'SPSS walk-through' videos clearly demonstrating how to use the latest SPSS Statistics modules; self-marking multiple choice questions; data sets for psychology, business and management and health sciences; a flash-card glossary for testing knowledge of key concepts; and, access to support material from SAGE study skills books. Statistics lecturers are also provided with a whole range of resources and teaching aids, including: the test bank; over 300 multiple-choice questions ready to upload to WebCT, Blackboard or other virtual learning environments; charts and diagrams in electronic format for inclusion in lecture slides; and, PowerPoint slides written by the author to accompany chapters of the text.

作者介绍:

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标签

SPSS

统计学

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statistics

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数学

评论

记一本披着统计学外衣的自传体小说

你们是怎么忍受作者废话连篇的

獲得「不受任何一位同學歡迎的教材」之殊榮

不能再棒的入门书，简单明了，零基础也可以读，论文全靠它

图文并茂，详实缜密的一本书，介绍统计方法为主，SPSS为辅，也介绍了论文报告中汇报的方法，难得可贵。硬要找缺点，就是书有点厚，但是语言比较平实，举例清晰，并不觉得繁复。

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hist课老太太推荐。正在奋力攻读＝＝

完全不对读者的数学做任何要求，学习SPSS必不可少的一本参考书，关于统计学基本概念也讲得很详细。

如果Andy叔把他童年囧事、连篇废话以及各种crazy的例子删掉的话，此书至少要变薄三分之二！！！

可以用来砸人的书，天天背它去学校可以当负重练习了>.<
一开始入门的时候社么都不知道，满脑子迷糊，一个学期下来，发现已经能找出一堆数据中潜在的联系，用各种main
analysis分析数据，真的好有成就感啊！我开始体会到学计量的同志们的乐趣了，难道我其实也love numbers!? 哈哈不太可能吧。。。

非常经典的SPSS教材。

....后天....啊啊啊啊

到现在为止读过最好的教科书！！！本来只想当做工具书用，结果居然能读起来！！！！

超级絮叨的andy 谢谢你帮我过stats哈哈哈

话唠。。

虽然是英文版，一点不觉得生涩，反而很好理解。

我有作者签名本

纯想复习下。
十多年前把SPSS当时版本的手册通读，借助算法手册，用矩阵运算把大部分实现了一遍，还是很有用了。
数学分析找到直觉，尤其是探索性的，除了深入理解案例的分析需求，对分钟分析方法需要有相当深入的理解，多练习确实可以做到熟能生巧啊。
啥时候有空，应该重读这本书，重点看案例，而不是以前一样侧重数学推导和概率统计

超级赞赞赞~例子很生动，很好理解

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a good text for SPSS and statistical concepts

研究生上课的时候全靠它减肥了

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书评

Kruskal-Wallis撸不下去了，写个书评换个脑子。
背着这本保守估计有两公斤的书各处跑来跑去也有好多天了，我们建立起了深刻的革命友谊。而且我还因为它被图书馆罚了两磅，心疼%>_<%
关于数据，我一开始是撸被称之为Legend in Marketing的Malhotra的Marketing Research，顺便...

很生动的语音 像我这种属于痛恨statistic的女生 都会觉得 能看到希望似的 那么就真的很不错

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