

## Discovering Statistics Using Ibm Spss Andy Field

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With an exciting new look, new characters to meet, and its unique combination of humour and step-by-step instruction, this award-winning book is the statistics lifesaver for everyone. From initial theory through to regression, factor analysis and multilevel modelling, Andy Field animates statistics and SPSS software with his famously bizarre examples and activities. What ' s brand new: A radical new design with original illustrations and even more colour A maths diagnostic tool to help students establish what areas they need to revise and improve on. A revamped digital resource that uses video, case studies, datasets and more to help students negotiate project work, master data management techniques, and apply key writing and employability skills New sections on replication, open science and Bayesian thinking Now fully up to date with latest versions of IBM SPSS Statistics©. Please note that ISBN: 9781526445780 comprises the paperback edition of the Fifth Edition and the student version of IBM SPSS Statistics. More information on this version of the software's features can be found here.

With an exciting new look, math diagnostic tool, and a research roadmap to navigate projects, this new edition of Andy Field's award-winning text offers a unique combination of humor and step-by-step instruction to make learning statistics compelling and accessible to even the most anxious of students. The Fifth Edition takes students from initial theory to regression, factor analysis, and multilevel modeling, fully incorporating IBM SPSS Statistics© version 25 and fascinating examples throughout. SAGE edge offers a robust online environment featuring an impressive array of free tools and resources for review, study, and further exploration, keeping both instructors and students on the cutting edge of teaching and learning. Course cartridges available for Blackboard and Moodle. Learn more at [edge.sagepub.com/field5e](http://edge.sagepub.com/field5e) Stay Connected Connect with us on Facebook and share your experiences with Andy's texts, check out news, access free stuff, see photos, watch videos, learn about competitions, and much more. Video Links Go behind the scenes and learn more about the man behind the book at Andy's YouTube channel Andy Field is the award winning author

of *An Adventure in Statistics: The Reality Enigma* and is the recipient of the UK National Teaching Fellowship (2010), British Psychological Society book award (2006), and has been recognized with local and national teaching awards (University of Sussex, 2015, 2016).

With an exciting new look, new characters to meet, and its unique combination of humour and step-by-step instruction, this award-winning book is the statistics lifesaver for everyone. From initial theory through to regression, factor analysis and multilevel modelling, Andy Field animates statistics and SPSS software with his famously bizarre examples and activities. What 's brand new: A radical new design with original illustrations and even more colour A maths diagnostic tool to help students establish what areas they need to revise and improve on. A revamped online resource that uses video, case studies, datasets, testbanks and more to help students negotiate project work, master data management techniques, and apply key writing and employability skills New sections on replication, open science and Bayesian thinking Now fully up to date with latest versions of IBM SPSS Statistics©. All the online resources above (video, case studies, datasets, testbanks) can be easily integrated into your institution's virtual learning environment or learning management system. This allows you to customize and curate content for use in module preparation, delivery and assessment. For instructions on how to upload the resources you want, please visit the Instructors' page or alternatively, contact your local SAGE sales representative. Please note that ISBN: 9781526445780 comprises the paperback edition of the Fifth Edition and the student version of IBM SPSS Statistics. More information on this version of the software's features can be found here.

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Lecturers - request an e-inspection copy of this text or contact your local SAGE representative to discuss your course needs. Watch Andy Field's introductory video to *Discovering Statistics Using R* Keeping the uniquely humorous and self-deprecating style that has made students across the world fall in love with Andy Field's books, *Discovering Statistics Using R* takes students on a journey of statistical discovery using R, a free, flexible and dynamically changing software tool for data analysis that is becoming increasingly popular across the social and behavioural sciences throughout the world. The journey begins by explaining basic statistical and research concepts before a guided tour of the R software environment. Next you discover the importance of exploring and graphing data, before moving onto statistical tests that are the foundations of the rest of the book (for example correlation and regression). You will then stride confidently into intermediate level analyses such as ANOVA, before ending your journey with advanced techniques such as MANOVA and multilevel models. Although there is enough theory to help you gain the necessary conceptual understanding of what you're doing, the emphasis is on applying what you learn to playful and real-world examples that should make the experience more fun than you might expect. Like its sister textbooks, *Discovering Statistics Using R* is written in an irreverent style and follows the same ground-breaking structure and pedagogical approach. The core material is augmented by a cast of characters to help the reader on their way, together with hundreds of examples, self-assessment tests to consolidate knowledge, and additional website material for those wanting to learn more. Given this book's accessibility, fun spirit, and use of bizarre real-world research it should be essential for anyone wanting to learn about statistics using the freely-available R software.

Shortlisted for the British Psychological Society Book Award 2017 Shortlisted for the British Book Design and Production Awards 2016 Shortlisted for the Association of Learned & Professional Society Publishers Award for Innovation in Publishing 2016 *An Adventure in Statistics: The Reality Enigma* by best-selling author and award-winning teacher Andy Field offers a better way to learn statistics. It combines rock-solid statistics coverage with compelling visual story-

telling to address the conceptual difficulties that students learning statistics for the first time often encounter in introductory courses - guiding students away from rote memorization and toward critical thinking and problem solving. Field masterfully weaves in a unique, action-packed story starring Zach, a character who thinks like a student, processing information, and the challenges of understanding it, in the same way a statistics novice would. Illustrated with stunning graphic novel-style art and featuring Socratic dialogue, the story captivates readers as it introduces them to concepts, eliminating potential statistics anxiety. The book assumes no previous statistics knowledge nor does it require the use of data analysis software. It covers the material you would expect for an introductory level statistics course that Field 's other books (Discovering Statistics Using IBM SPSS Statistics and Discovering Statistics Using R) only touch on, but with a contemporary twist, laying down strong foundations for understanding classical and Bayesian approaches to data analysis. In doing so, it provides an unrivalled launch pad to further study, research, and inquisitiveness about the real world, equipping students with the skills to succeed in their chosen degree and which they can go on to apply in the workplace. The Story and Main Characters The Reality Revolution In the City of Elpis, in the year 2100, there has been a reality revolution. Prior to the revolution, Elpis citizens were unable to see their flaws and limitations, believing themselves talented and special. This led to a self-absorbed society in which hard work and the collective good were undervalued and eroded. To combat this, Professor Milton Grey invented the reality prism, a hat that allowed its wearers to see themselves as they really were - flaws and all. Faced with the truth, Elpis citizens revolted and destroyed and banned all reality prisms. The Mysterious Disappearance Zach and Alice are born soon after all the prisms have been destroyed. Zach, a musician who doesn ' t understand science, and Alice, a geneticist who is also a whiz at statistics, are in love. One night, after making a world-changing discovery, Alice suddenly disappears, leaving behind a song playing on a loop and a file with her research on it. Statistics to the Rescue! Sensing that she might be in danger, Zach follows the clues to find her, as he realizes that the key to discovering why Alice has vanished is in her research. Alas! He must learn statistics and apply what he learns in order to overcome a number of deadly challenges and find the love of his life. As Zach and his pocket watch, The Head, embark on their quest to find Alice, they meet Professor Milton Grey and Celia, battle zombies, cross a probability bridge, and encounter Jig:Saw, a mysterious corporation that might have something to do with Alice ' s disappearance... Author News "Eight years ago I had the idea to write a fictional story through which the student learns statistics via a shared adventure with the main character..." Read the complete article from Andy Field on writing his new book Times Higher Education article: " Andy Field takes statistics adventure to a new level " Stay Connected Connect with us on Facebook and share your experiences with Andy ' s texts, check out news, access free stuff, see photos, watch videos, learn about competitions, and much more. Video Links Go behind the scenes and learn more about the man behind the book: Watch Andy talk about why he created a statistics book using the framework of a novel and illustrations by one of the illustrators for the show, Doctor Who. See more videos on Andy ' s YouTube channel Available with Perusall—an eBook that makes it easier to prepare for class Perusall is an award-winning eBook platform featuring social annotation tools that allow students and instructors to collaboratively mark up and discuss their SAGE textbook. Backed by research and supported by technological innovations developed at Harvard University, this process of learning through collaborative annotation keeps your students engaged and makes teaching easier and more effective. Learn more.

With an exciting new look, math diagnostic tool, and a research roadmap to navigate projects, this new edition of Andy Field ' s award-winning text offers a unique combination of humor and step-by-step instruction to make learning statistics compelling and accessible to even the most anxious of students. The Fifth Edition takes students from initial theory to regression, factor analysis, and multilevel modeling, fully incorporating IBM SPSS Statistics© version 25 and fascinating examples throughout.

'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 illustrate the concepts and make the techniques come alive for students - an additional chapter on multilevel modelling for advanced-level students - 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 - 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 - PowerPoint slides written by the author to accompany chapters of the text.

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