



Doing Psychology Experiments, 7th Edition

By David W. Martin

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Editorial Review

Review

A major strength of the text is the author's casual and first-person style of writing. The examples are simple, fun, and excellent representations of the concepts. I love the cartoons. They are so comical and could serve as nice memory aids for some of the concepts because they provide a visual for ideas that really don't have a representative icon the way other concepts in psychology do. Joy Drinnon, Milligan College

Martin is uniquely and invitingly different. William Hardy, Sierra College

This is a very neat little book. It's as close to a page-turner as one can find in this area-it's clearly written by an experimenter who speaks from experience. I was very happy to have reviewed it and I would recommend it to anyone interested in solid, comprehensive psychological research. Daniel Cerutti, Duke University

About the Author

David W. Martin is professor and head of the Department of Psychology at North Carolina State University. Previously he was professor and department head at New Mexico State University. He has a bachelor's degree from Hanover College, where he majored in psychology and physics. He also has a master's degree and Ph.D. from The Ohio State University, where he majored in engineering psychology. His teaching interests include experimental methods, introductory psychology, human performance, and attention. He has won teaching awards at both NC State and NMSU. Dr. Martin has published in a number of research journals in the areas of attention, decision making, and memory. He is a member of the American Psychological Association, American Psychological Society, Human Factors and Ergonomics Society, and Psychonomic Society. He has also served as president of the Rocky Mountain Psychological Association. In his leisure hours, Dr. Martin enjoys running, scuba diving, singing, and playing at the beach with his two young sons. For 12 years he raced dirt-track stockcars and was known as "Dangerous David, the Racing Professor".

Users Review

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Bobbie Wallace:

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