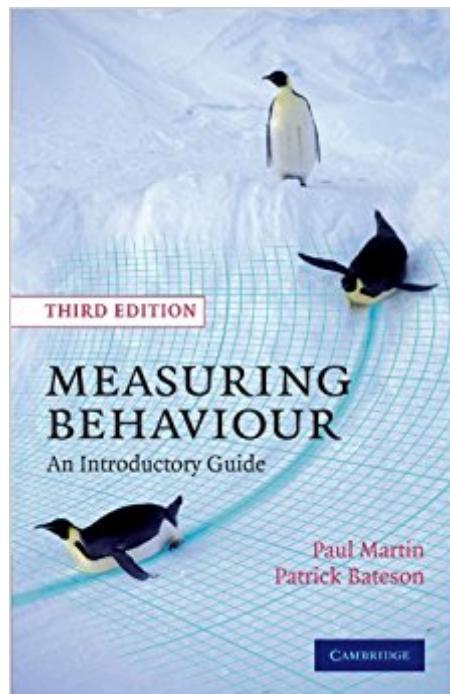


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# Measuring Behaviour: An Introductory Guide



## **Synopsis**

Measuring Behaviour has established itself as a standard text. Largely rewritten, updated and reorganised, this third edition is, as before, a guide to the principles and methods of quantitative studies of behaviour, with an emphasis on techniques of observation, recording and analysis. It provides the basic knowledge needed to measure behaviour, doing so in a succinct and easily understood form. The sections on research design and the interpretation and presentation of data have been greatly expanded. Written with brevity and clarity, Measuring Behaviour is, above all, a practical guide book. Aimed primarily at undergraduate and graduate students in biology and psychology who are about to embark upon quantitative studies of animal and human behaviour, this book provides a concise review of methodology that will be of great value to scientists of all disciplines in which behaviour is measured, including biological anthropology, the social sciences and medicine.

## **Book Information**

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## **Customer Reviews**

This is a fantastic book for anyone interested in the study of human or non-human behavior in lab or field settings. The authors pack nothing but the vital basics in this guide. They cover topics such as research design (sample sizes) and data analysis (parametric vs. nonparametric stats). Reading this book is a great use of your time if you're considering research on animal behavior.

This book is a perfect introduction to the field of behavioral data collection. I purchased this book for

my first behavioral study of captive primates and it was extremely helpful. If you have never conducted research in this area, this book is a must have.

I am a fourth-year undergrad doing research with birds. This is a great starter text to use for a quick overview of all aspects of research techniques. Not so detailed that its daunting to read, but covers all the basics to keep in mind when designing and conducting research projects. A good reference to keep close at hand.

As far as textbooks go this one was very enjoyable. (Meaning it didn't feel like walking through mud)It is very easy to understand and full of useful information.

This book is okay if you're interested in the field research aspect of animal behavior. Otherwise, it's really unnecessary. It was assigned for a comparative animal behavior course I took and this wasn't really necessary for the lecture portion, only the lab, which I did not take.

Essential reference for any student or professional in animal behavior. I am constantly referring to Martin and Bateson when designing experiments and writing papers.

I really like this book, its well written and concise, but it very short and too expensive for what you get. I have no other books like this so I don't know if it worth a buy anyway.

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