

Order your personal copy today and **SAVE 30%**

# Running Behavioral Studies With Human Participants

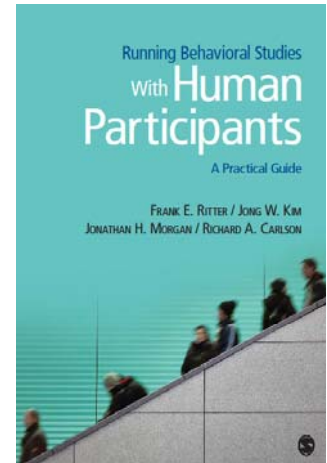
## A Practical Guide

**Frank E. Ritter**, *The Pennsylvania State University*

**Jong W. Kim**, *University of Central Florida, Orlando*

**Jonathan H. Morgan**, *The Pennsylvania State University*

**Richard A. Carlson**, *The Pennsylvania State University*



Paperback: \$39.00

**Discount Price: \$27.30**

ISBN: 978-1-4522-1742-0

November 2012, 208 pages

**Running Behavioral Experiments With Human Participants: A Practical Guide** provides a concrete, practical roadmap for the implementation of experiments and controlled observation using human participants. Covering both conceptual and practical issues critical to implementing an experiment, the book is organized to follow the standard process in experiment-based research, covering such issues as potential ethical problems, risks to validity, experimental setup, running a study, and concluding a study.

The detailed guidance on each step of an experiment is ideal for those in both universities and industry who have had little or no previous practical training in research methodology. The book provides example scenarios to help readers organize how they run experimental studies and anticipate problems, and example forms that can serve as effective initial “recipes.” Examples and forms are drawn from areas such as cognitive psychology, human factors, human–computer interaction, and human–robotic interaction.

### FEATURES & BENEFITS

- Coherent view of how to implement the experimental process, including detailed discussions of the setup and running of behavioral studies, provides readers with a practical guide for implementing the experimental process.
- Concrete contextualized examples speak to the diverse needs of the HCI, human factors, and cognitive science communities.
- Practical coverage of risks and problems that can be anticipated and avoided helps contextualize ethical challenges that might arise during the course of designing, running, or concluding a study—demonstrating the principles of the Belmont report within an experimental context and helping researchers better anticipate potential ethical challenges.
- Three running example scenarios drawn from industrial and academic settings help reinforce the major themes of each chapter by presenting those themes in slightly different ways through the challenges and situations confronted by the characters in each scenario.
- Example forms offer models from which new experimenters can derive their own experimental documents (such as IRB applications, experimental scripts, consent forms, and room layouts) that meet their particular research needs.
- Practical advice and examples of challenges associated with experimental setup and execution (such as how to set up experimental rooms, manage late or missing participants, and devise an effective experimental script) underscore and humanize key points in a memorable way, helping readers recall the major points of the book.
- Strong pedagogy includes: Further readings, an appendix on running studies online, questions at the end of each chapter, and publication paths and publication types that encourage researchers to take ownership of the research process and engage in research in both a directed and methodical way.



2455 Teller Road, Thousand Oaks, CA 91320

Tel: 800-818-7243 • Fax: 800-583-2665

Outside the U.S. and Canada? Call: +44 (0)20-7324-8500

[www.sagepub.com](http://www.sagepub.com)

Desk copies available from: <http://www.sagepub.com/booksProdDesc.nav?prodId=Book237263>

## Table of Contents

Introduction

Chapter 1. Preparation For Running Experiments

Chapter 2. Potential Ethical Problems

Chapter 3. Risks To Validity To Avoid While Running An Experiment

Chapter 4. Running A Research Session

Chapter 5. Concluding A Study

Desk copies available from: <http://www.sagepub.com/booksProdDesc.nav?prodId=Book237263>

### Purchase Order Form

Priority Code: **N121047**

Name \_\_\_\_\_ E-mail \_\_\_\_\_

Phone Number \_\_\_\_\_

☐ Please enter my order for

**Ritter: Running Behavioral Studies with Human Participants**

**Discount Price: \$27.30**

ISBN: 978-1-4522-1742-0

#### SHIP TO

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

#### BILL TO (IF DIFFERENT FROM ABOVE)

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

#### PAYMENT METHOD:

☐ Visa ☐ MasterCard ☐ Discover ☐ American Express ☐ Personal check: # \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_

☐ Check here if you would like to receive publication announcements and special offers via e-mail. As a strict part of our privacy policy, your e-mail address will **not** be released to any third party for promotional purposes.

#### FOUR WAYS TO ORDER YOUR BOOK(S):

- For Fastest Delivery, go to: [www.sagepub.com](http://www.sagepub.com)
- Call our customer service at: (800) 818-7243 or (805) 499-9774  
(Customer Service is available 6 am to 5 pm, Monday–Friday, PT)
- Fax this form to: (800) 583-2665 or (805) 499-0871
- Mail this form to: **SAGE Publications**, P.O. Box 5084 Thousand Oaks, CA 91359-9702

Subtotal	\$
Tax (see tax information below)	\$
Shipping Code (see table below)	
Shipping & Handling (see below)	\$
Total	\$

**TAX INFORMATION:** U.S. customers in AL, AZ, CA, CO, CT, DC, FL, GA, IL, IN, MA, MD, MN, NJ, NY, OH, PA, RI, TX, VA, VT, and WA add applicable sales tax.

Shipping Code	Shipping Method	First Item	Each Add'l. Item	Area Served
U	Ground Parcel	\$5.95	\$1.00	USA and Puerto Rico
US	2 Business Days	\$9.00	\$4.00	USA and Puerto Rico
UN	1 Business Day	\$20.00	\$5.00	USA and Puerto Rico
FA	International Air	\$6.00	\$3.00	All areas outside North America (Excluding Canada).

To inquire about other services, including shipments to P.O. boxes, please contact SAGE Customer Care at 800-818-7243.

Outside the U.S. and Canada? Call +44(0)20-7324-8500



Desk copies available from: <http://www.sagepub.com/booksProdDesc.nav?prodId=Book237263>