



# Running Behavioral Studies With Human Participants: A Practical Guide

*Frank E. Ritter, Jong W. Kim, Jonathan H. (Howard) Morgan, Richard A. (Alan) Carlson*

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*Running Behavioral Experiments With Human Participants: A Practical Guide*, by Frank E. Ritter, Jong W. Kim, Jonathan H. Morgan, and Richard A. Carlson, provides a concrete, practical roadmap for the implementation of experiments and controlled observation using human participants. Ideal for those with little or no practical experience in research methodology, the text covers both conceptual and practical issues that are critical to implementing an experiment. The book is organized to follow a 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.

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