Sequential Analysis and Observational Methods for the Behavioral Sciences

Roger Bakeman

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Sequential Analysis and Observational Methods for the Behavioral Sciences Roger Bakeman Behavioral scientists - including those in psychology, infant and child development, education, animal behavior, marketing and usability studies - use many methods to measure behavior. Systematic observation is used to study relatively natural, spontaneous behavior as it unfolds sequentially in time. This book emphasizes digital means to record and code such behavior; while observational methods do not require them, they work better with them. Key topics include devising coding schemes, training observers and assessing reliability, as well as recording, representing and analyzing observational data. In clear and straightforward language, this book provides a thorough grounding in observational methods along with considerable practical advice. It describes standard conventions for sequential data and details how to perform sequential analysis with a computer program developed by the authors. The book is rich with examples of coding schemes and different approaches to sequential analysis, including both statistical and graphical means.

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