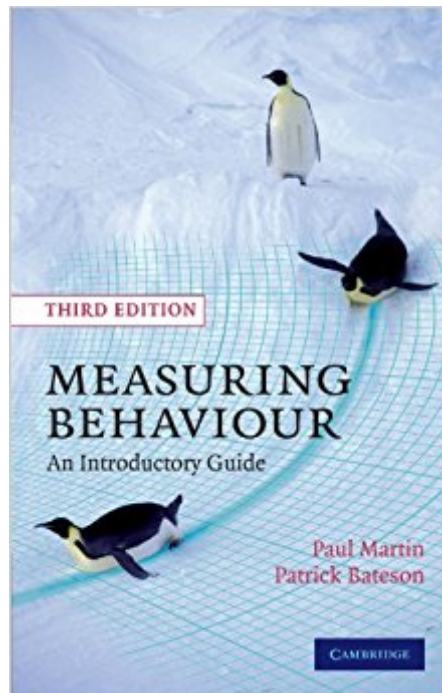


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# Measuring Behaviour: An Introductory Guide



## 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

'... clear, concise and always eminently sensible.' The Times Higher Education Supplement'  
'... an excellent little book.' British Psychological Society Bulletin'  
'... destined to become a classic.' Trends in Ecology and Evolution  
'The second edition can be recommended as a good introduction to the measurement and analysis of behaviour.' Ibis...the third edition will appeal to wider readership, including many researchers who mainly carry out observational studies.' Ibis

This eagerly awaited updated and reorganised edition of the market leader in behavioural analysis is written with brevity and clarity, providing a concise review of methodology. An ideal text for undergraduate and graduate students in biology and psychology as well as scientists of all disciplines in which behaviour is measured.

Lots of good information.

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.

The content of the book is great. The quality of the book is terrible. I opened the book for the first time and the pages came out of the book as if they were not attached.

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.

Really clear and easy to read. Good for beginners, but too superficial to be of real help with designing your research if taken alone. Really good introduction though.

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.

A must have for anyone doing research on animal behavior. An excellent text. Highly recommend it.

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