



Contrasts and Effect Sizes in Behavioral Research: A Correlational Approach

Robert Rosenthal, Ralph L. Rosnow, Donald B. Rubin

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Contrasts are statistical procedures for asking focused questions of data. Researchers, teachers of research methods and graduate students will be familiar with the principles and procedures of contrast analysis included here. But they, for the first time, will also be presented with a series of newly developed concepts, measures, and indices that permit a wider and more useful application of contrast analysis. This volume takes on this new approach by introducing a family of correlational effect size estimates. By returning to these correlations throughout the book, the authors demonstrate special adaptations in a variety of contexts from two group comparison to one way analysis of variance contexts, to factorial designs, to repeated measures designs and to the case of multiple contrasts.

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