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978-0-521-31796-2 - Contrast Analysis: Focused Comparisons in the Analysis of Variance

Robert Rosenthal and Ralph L. Rosnow

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## Contrast analysis

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# Contrast analysis: Focused comparisons in the analysis of variance

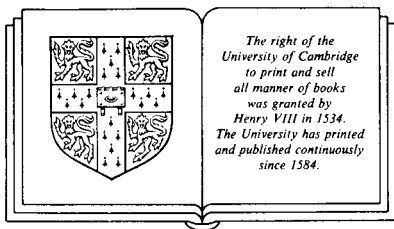
Robert Rosenthal

*Harvard University*

and

Ralph L. Rosnow

*Temple University*



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To Julius and Hermine Rosenthal

and

Irvin and Rebecca Rosnow

For their Contrasts, their Analyses, and their Focus

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## Preface

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This volume evolved from material developed to supplement our discussion of data analysis in *Essentials of Behavioral Research* (Rosenthal and Rosnow, 1984). Readers familiar with that text will recognize that the format of Chapter 2 of this volume closely corresponds (except for the addition of new examples) to the format of our discussion of contrast analysis (Chapter 23) in *Essentials*. Our purpose in fostering this similarity was to make it easier to use this volume in research methods courses as a collateral text or follow-up text to *Essentials*. We also envision its use for students of psychology, sociology, communication, education, and business as a collateral text to such standard texts in statistics as those by Hays; Keppel; Kirk; Myers; Welkowitz, Ewen, and Cohen; Winer. In research courses where both *Essentials* and this volume are used together, we recommend that students skip Chapter 23 in *Essentials* and instead read this volume in its entirety.

As in *Essentials*, our approach to the teaching of data analysis is intuitive, concrete, and arithmetic rather than rigorously mathematical. The statistical examples we employ are in all cases hypothetical, constructed specifically to illustrate the logical bases of the computational procedures. The numbers are neater than real-life examples usually tend to be, and there are fewer numbers in any single example than we would find in an actual data set. All of this material has been extensively pretested in our own classes and by several colleagues who used these or earlier versions of these chapters in their advanced undergraduate or graduate courses.

We are very much indebted to the many colleagues who provided comments on some or all of an earlier draft; and our thanks

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This is our sabbatical volume – which is not to say that it was written during either of our sabbaticals, only that it is our seventh book together. In all seven instances we learned a great deal from each other and enjoyed ourselves greatly. We have also learned that the U.S. Postal Service and the telephone companies can nicely overcome physical distances. This is the third of our books for which MaryLu Rosenthal prepared the index and the seventh of our books for which she and Mimi Rosnow prepared and sustained the authors.

Robert Rosenthal  
Ralph L. Rosnow

*Postscript to preface.* Long after our book was completed we learned of a brilliant unpublished paper by Robert Abelson that anticipated in spirit much of what we say in this volume. This discovery created ambivalence. On the one hand, it was discouraging to have had our own views so beautifully and so elegantly anticipated and by nearly a quarter of a century! On the other hand, it was very encouraging indeed to have found a paper that was so sympathetic to our approach: After all, it *was* by Robert Abelson! Readers wanting a sample of this early paper will find a brief sample to form the heart of our final chapter.