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By Paul D. Leedy, Jeanne Ellis Ormrod

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– Brian Belland, Utah State University

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**Engaging, cross-disciplinary, practical.** *Practical Research: Planning and Design* is a do-it-yourself, understand-it-yourself manual for planning and conducting research. Suitable for a wide variety of courses in basic research methodology, the text guides the reader, step-by-step, from the selection of a problem, through the process of conducting authentic research, to the preparation of a completed report, with practical suggestions throughout. The authors emphasize the idea that quality research demands planning and design, and they provide what is needed for readers to be able to execute their own research projects effectively and professionally.

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About the Author

**Paul D. Leedy** is late of the American University.

**Jeanne Ellis Ormrod** holds a B.A. degree in psychology from Brown University and M.S. and Ph.D. degrees from The Pennsylvania State University. For more than twenty years she was a faculty member at the University of Northern Colorado, where she taught courses in learning and cognition, educational psychology, measurement, and research methods; she is currently Professor Emerita of Psychological Sciences at UNC. Dr. Ormrod has published numerous research articles but is probably best known for this book and several other textbooks: *Human Learning* (7th ed., 2016); *Educational Psychology: Developing Learners* (8th ed., 2014); *Essentials of Educational Psychology* (4th ed., 2015); *Our Minds, Our Memories: Enhancing Thinking and Learning at All Ages* (2011); and *Child Development and Education* (with Teresa McDevitt; 5th ed., 2013).

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