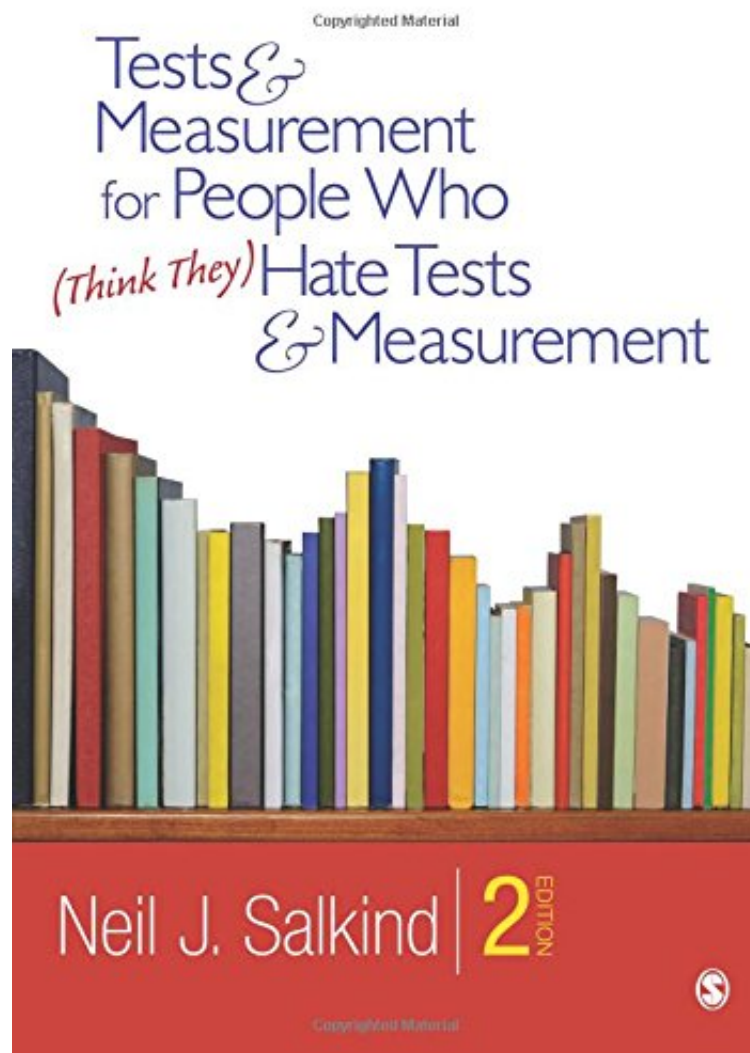


Tests Measurement for People Who (Think They) Hate Tests Measurement

Neil J. Salkind

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Neil J. Salkind guides readers through the fundamentals of tests and measurement, using the conversational writing style and straightforward presentation techniques that have made his book *Statistics for People Who (Think They) Hate Statistics* an

"The slight balance of technical material with non technical explanations and examples." --H Lawrence Jones, EdD It is extremely readable even with all the technical information. People who may have little confidence in their ability to comprehend this difficult subject matter are hooked by the conversational approach of the author. --Justina D. Pedante (10/27/2011) "My students say over and over again how useful this text was and that they will keep the book as a reference instead of selling it at the end of the semester! --Janet A. Boberg (10/27/2011) "The real-world examples and journal article citations presented within each chapter are very useful. I like having the references and the ability to share the full article with students. I find the use of humor throughout the book as a key component. 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(H Lawrence Jones, EdD) About the Author Neil J. Salkind received his PhD from the University of Maryland in Human Development, and after teaching for 35 years at the University of Kansas, he remains as a Professor Emeritus in the Department of Psychology and Research in Education, where he continues to collaborate with colleagues and work with students. His early interests were in the area of childrens cognitive development, and after research in the areas of cognitive style and (what was then known as) hyperactivity, he was a postdoctoral fellow at the University of North Carolinas Bush Center for Child and Family Policy. His work then changed direction and the focus was on child and family policy, specifically the impact of alternative forms of public support on various child and family outcomes. He has delivered more than 150 professional papers and presentations; written more than 100 trade and textbooks; and is the author of *Statistics for People Who (Think They) Hate Statistics* (Sage), *Theories of Human Development* (Sage), and *Exploring Research* (Prentice Hall). He has edited several encyclopedias, including the *Encyclopedia of Human Development*, the *Encyclopedia of Measurement and Statistics*, and the recently published *Encyclopedia of Research Design*. He was editor of *Child Development Abstracts and Bibliography* for 13 years and lives in Lawrence, Kansas, where he likes to letterpress print (see <https://sites.google.com/site/bigboypressofks/> for more), read, swim with the Lawrence River City Sharks, bake brownies (see the recipe at http://www.statisticsforpeople.com/The_Brown.html), and poke around old Volvos and old houses