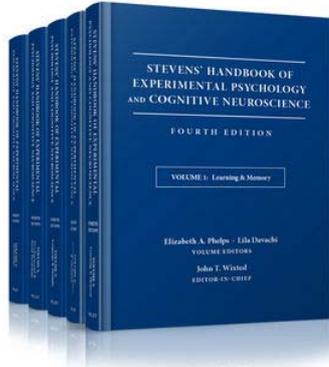


1951年に初版が刊行されて以来、このハンドブックは実験心理学分野の最も標準的な参考図書として多くの研究者・学生の皆さんに利用されてきました。この度、近年のこの分野の劇的な発展を反映して、新たな装いで第4版が出版されることになりました。購入漏れをなさいませんように、お早目のご予約をお薦めいたします。



## スチーブンスの実験心理学および 認知神経科学ハンドブック・第4版〈全5巻〉 Stevens' Handbook of Experimental Psychology and Cognitive Neuroscience 4th Edition, 5 Volume Set

*Edited by John T. Wixted,  
Department of Psychology, University of California, San Diego*

**2018年3月出版予定 全5巻 ¥226,800(予価)  
Published by Wiley ISBN: 978-1-119-17016-7**

Since the first edition was published in 1951, The Stevens' Handbook of Experimental Psychology has been recognized as the standard reference in the field. The most recent (3rd) edition of the handbook was published in 2004, and it was a success by any measure. But the field of experimental psychology has changed in dramatic ways since then. Throughout the first 3 editions of the handbook, the changes in the field were mainly quantitative in nature. That is, the size and scope of the field grew steadily from 1951 to 2004, a trend that was reflected in the growing size of the handbook itself: the 1-volume first edition (1951) was succeeded by a 2-volume second edition (1988) and then by a 4-volume third edition (2004). Since 2004, however, this still-growing field has also changed qualitatively in the sense that, in virtually every subdomain of experimental psychology, theories of the mind have evolved into theories of the brain. Research methods in experimental psychology have changed accordingly and now include not only venerable EEG recordings (long a staple of research in psycholinguistics) but also MEG, fMRI, TMS, and single-unit recording. The trend towards neuroscience is an absolutely dramatic, worldwide phenomenon that is unlikely to ever be reversed. Thus, the era of purely behavioral experimental psychology is already long gone, even though not everyone has noticed. Experimental psychology and "cognitive neuroscience" (an umbrella term that includes behavioral neuroscience, social neuroscience and developmental neuroscience) are now inextricably intertwined. Nearly every major psychology department in the country has added cognitive neuroscientists to its ranks in recent years, and that trend is still growing. A viable handbook of experimental psychology should reflect the new reality on the ground.

There is no handbook in existence today that combines basic experimental psychology and cognitive neuroscience, this despite the fact that the two fields are interrelated – and even interdependent – because they are concerned with the same issues (e.g., memory, perception, language, development, etc.). Almost all neuroscience-oriented research takes as its starting point what has been learned using behavioral methods in experimental psychology. In addition, nowadays, psychological theories increasingly take into account what has been learned about the brain (e.g., psychological models increasingly need to be neurologically plausible). These considerations explain why this edition of: The Stevens' Handbook of Experimental Psychology is now called The Stevens' Handbook of Experimental Psychology and Cognitive Neuroscience. The title serves as a reminder that the two fields go together and as an announcement that the Stevens' Handbook covers it all.

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## Advances in Experimental Social Psychology, Volume 56

Edited by James M. Olson

Academic Press - July 2017, 320 pages, Hardcover  
ISBN 9780128121207 ¥21,840

Advances in Experimental Social Psychology, Volume 56, the latest release in this highly cited series, contains contributions of major empirical and theoretical interest that represent the best and brightest in new research, theory and practice in social psychology. New chapters in this updated release include The Functional Theory of Counterfactual Thinking: New Evidence, New Challenges, New Insights, Stereotype Threat and Learning, Changing Our Implicit Minds: How, When, and Why Implicit Evaluations Can Be Rapidly Revised, The Motivational Underpinnings of Belief in God, and Implicit Theories: Assumptions That Shape Social and Moral Cognition.

## Anigrafs: Experiments in Cooperative Cognitive Architecture

by Whitman Richards

MIT Press - April 2015, 168 pages, Paperback  
ISBN 9780262527781 ¥5,500

In this book, Whitman Richards offers a novel and provocative proposal for understanding decision making and human behavior. Building on Valentino Braitenberg's famous "vehicles," Richards describes a collection of mental organisms that he calls "daemons" -- virtual correlates of neural modules. Daemons have favored choices and make decisions that control behaviors of the group to which they belong, with each daemon preferring a different outcome. Richards arranges these preferences in graphs, linking similar choices, which thus reinforce each other. "Anigrafs" refers to these two components -- animals, or the mental organisms (agents or daemons), and the graphs that show similarity relations. Together these two components are the basis of a new cognitive architecture.

In Richards's account, a collection of daemons compete for control of the cognitive system in which they reside; the challenge is to get the daemons to agree on one of many choices. Richards explores the results of group decisions, emphasizing the Condorcet voting procedure for aggregating preferences. A neural mechanism is proposed. Anigrafs presents a series of group decisions that incorporate simple and complex movements, as well as aspects of cognition and belief. Anigrafs concludes with a section on "metagrafs," which chart relationships between different anigraf models.

## The Design and Conduct of Meaningful Experiments Involving Human Participants

25 Scientific Principles

by R. Barker Bausell

Oxford U.P. - Feb 2015, 352 pages, Paperback  
ISBN 9780199385232 ¥10,640

Designing and conducting experiments involving human participants requires a skillset different from that needed for statistically analyzing the resulting data. The Design and Conduct of Meaningful Experiments Involving Human Participants combines an introduction to scientific culture and ethical mores with specific experimental design and procedural

content. Author R. Barker Bausell assumes no statistical background on the part of the reader, resulting in a highly accessible text. Clear instructions are provided on topics ranging from the selection of a societally important outcome variable to potentially efficacious interventions to the conduct of the experiment itself.

Early chapters introduce the concept of experimental design in an intuitive manner involving both hypothetical and real-life examples of how people make causal inferences. The fundamentals of formal experimentation, randomization, and the use of control groups are introduced in the same manner, followed by the presentation and explanation of common (and later, more advanced) designs. Replete with synopses of examples from the journal literature and supplemented by 25 experimental principles, this book is designed to serve as an interdisciplinary supplementary text for research-methods courses in the educational, psychological, behavioral, social, and health sciences. It also serves as an excellent primary text for methods seminar courses.

## Designing EEG Experiments for Studying the Brain

Design Code and Example Datasets 1st Edition

by Aamir Saeed Malik & Hafeez Ullah Amin

Academic Pr. - June 2017, Paperback: 294 pages  
ISBN 9780128111406 ¥18,350

Designing EEG Experiments for Studying the Brain: Design Code and Example Datasets details the design of various brain experiments using electroencephalogram (EEG). Providing guidelines for designing an EEG experiment, it is primarily for researchers who want to venture into this field by designing their own experiments as well as those who are excited about neuroscience and want to explore various applications related to the brain. The first chapter describes how to design an EEG experiment and details the various parameters that should be considered for success, while remaining chapters provide experiment design for a number of neurological applications, both clinical and behavioral. As each chapter is accompanied with experiment design codes and example datasets, those interested can quickly design their own experiments or use the current design for their own purposes. Helpful appendices provide various forms for one's experiment including recruitment forms, feedback forms, ethics forms, and recommendations for related hardware equipment and software for data acquisition, processing, and analysis.

## Designing Experiments and Analyzing Data

A Model Comparison Perspective, Third Edition

By Scott E. Maxwell, Harold D. Delaney, & Ken Kelley  
Routledge - Aug 2017, 1,056 pages

Hardback: ISBN 9781138892286 ¥20,650

Designing Experiments and Analyzing Data: A Model Comparison Perspective (3rd edition) offers an integrative conceptual framework for understanding experimental design and data analysis. Maxwell, Delaney, and Kelley first apply fundamental principles to simple experimental designs followed by an application of the same principles to more complicated designs. Their integrative conceptual framework better prepares readers to understand the logic behind a general strategy of data analysis that is appropriate for a wide variety of designs, which allows for the introduction of more complex topics that are generally omitted from other books. Numerous pedagogical features further facilitate understanding: examples of published research demonstrate the applicability of each chapter's content; flowcharts assist in choosing the most appropriate procedure; end-of-chapter lists of important formulas highlight key ideas and assist

readers in locating the initial presentation of equations; useful programming code and tips are provided throughout the book and in associated resources available online, and extensive sets of exercises help develop a deeper understanding of the subject. Detailed solutions for some of the exercises and realistic data sets are included on the website (DesigningExperiments.com). The pedagogical approach used throughout the book enables readers to gain an overview of experimental design, from conceptualization of the research question to analysis of the data. The book and its companion website with web apps, tutorials, and detailed code are ideal for students and researchers seeking the optimal way to design their studies and analyze the resulting data.

## Doing Psychology Experiments, 7th Edition

by David W. Martin

Thomson/Wadworth - Mar 2017, 384 pages

Paperback ISBN 9780495115779 **¥38,540**

Learn how to design, execute, interpret, and report on simple psychology experiments! David W. Martin blends humor, clear instruction, and solid scholarship to make this concise text a perfect introduction to research methods in psychology. DOING PSYCHOLOGY EXPERIMENTS guides you through the experimentation process in a step-by-step manner. Martin emphasizes the decision-making aspects of research, as well as the logic behind research procedures. He also devotes two separate chapters to many of the ethical questions that confront new experimenters - giving you a complete introduction to the psychology laboratory.

## Experimental Design and Statistics, 2nd Edition

(New Essential Psychology)

By Steve Miller

Routledge - Nov 2015, 192 pages,

Hardback: ISBN 9781138168367 **¥24,300**

Paperback: July 1984, ISBN 9780415040112

**¥5,100**

The distinguishing feature of experimental psychology is not so much the nature of its theories as the methods used to test their validity. The first edition of Experimental Design and Statistics provided a clear and lucid introduction to these methods and the statistical techniques which support them. For this new edition the text has been revised, the coverage of two-sample tests has been extended, and new sections have been added introducing one-sample tests, linear regression and the product-moment correlation coefficient.

Problems associated with the applications of experimental design and how to use observations of behaviour in research are key questions for all introductory students of psychology. This new and expanded edition provides them with an invaluable text and source.

## Experimental Methods in Psychology

By Gustav Levine, & Stanley Parkinson

Psychology Press - June 2016, 490 page,

Paperback: ISBN 9781138969322 **¥8,500**

Hardback: Nov 1993, ISBN 9780805814385 **¥14,580**

This text focuses on the experimental methods and the associated terminology encountered in the research literature of psychology. Initially, the content is kept simple, so as not to distract from the information on research technique and philosophy. Interesting psychological questions from well researched areas are then examined in detail, permitting a fuller discussion of the problems encountered in specific

paradigms. It is in this fashion that the book offers both methods and content.

## Experimental Psycholinguistics: An Introduction

(Psychology Library Edition: Psycholinguistics)

By Sam Glucksberg, & Joseph H. Danks

Psychology Press - Aug 2013, 250 pages

Hardback: ISBN 9781848722361 **¥24,300**

Paperback: Nov 2015, ISBN 9781138969339

**¥8,010**

First published in 1975, this book is considered one of the best of the early books in this field. The task of psycholinguistics is to discover how people produce and comprehend speech. This encompasses virtually all aspects of psychology, including perceptual, conceptual, and social processes. The authors tried to capture the flavour of this approach to the psychology of language by describing the major contemporary issues, problems, and phenomena, of the time, being dealt with in laboratories and in field studies, and by trying to make sense of the data they had. Experimental Psycholinguistics: An Introduction does not try to deal exhaustively with any one issue in linguistics or in psychology. Rather it tries to integrate the authors' knowledge of language and language behaviour so that someone entering the field has an intelligible framework with which to start.

## Experimental Psychology

By Johannes Lindworsky

Psychology Press - Aug 2015, 406 pages

Hardback ISBN 9781138998438 **¥29,160**

Paperback June 2016, ISBN 9781138999756

**¥8,010**

Originally published in German in 1923, this English edition was first published in 1931. From the translators preface: "Experimentelle Psychologie is characterized by an excellent summarizing of the most recent experimental data and by a spirit of fairness which it exhibits in organizing facts under general theoretical principles. Besides informing the reader, it stimulates him by critical remarks and suggestions for further thinking and experimentation."

## The Experimental Psychology of Beauty

(Collected Works of C.W. Valentine, Volume 7)

by C.W. Valentine

Routledge - June 2015, 454 pages,

Hardback ISBN 9781138899827 **¥26,730**

Paperback: May 2017, ISBN 9781138899889

**¥8,980**

Originally published in 1962, the experimental study of aesthetics was a field particularly associated with the name of C.W. Valentine, who in this book provided a critical review of research carried out since the end of the nineteenth century principally by British and American psychologists. The investigations described, many of them conducted by the author, are concerned with individual responses to what is commonly regarded as beautiful in painting, music, and poetry, an important distinction being made between the perception of objects as 'beautiful' as opposed to 'pleasing'. The reactions of children and adults, and of people having different ethnic and social backgrounds, are explored in a variety of experiments dealing with specific elements, including colour, form, and balance in painting; musical intervals, discord, harmony, melody, and tempo; and rhythm, metre, imagery, and associations in classical and romantic poetry. Other

experiments seek to disclose the temperamental and attitudinal factors underlying individual differences in the judgement and appreciation of specific works of art. Of particular interest are the studies of responses to modern paintings, poems and musical compositions.

The findings throw light on the development of discrimination and taste and suggest the possibility of some common factor in the appreciation of these three arts. It was felt that critics as well as psychologists and aestheticians would find much to encourage reflection and to stimulate further research.

## **Experiments With People Revelations From Social Psychology, 2nd Edition**

By Kurt P. Frey, & Aiden P. Gregg  
Psychology Press - Sept 2017, 266 pages,  
Hardback: ISBN 9781138282100 **¥19,440**  
Paperback: 9781138282117 **¥8,980**

This book showcases 28 intriguing social psychological experiments that have significantly advanced our understanding of human social thinking and behavior. Each chapter focuses on the details and implications of a single study, while citing related research and real-life examples along the way. All the chapters are fully self-contained, allowing them to be read in any order without loss of coherence. This 2nd Edition contains a number of new studies and, together with its lively, conversational tone, it makes an ideal text for courses in social psychology, introductory psychology, or research design.

## **History and Method Experimental Psychology Its Scope and Method: Volume I**

By Jean Piaget, Paul Fraise, & Maurice Reuchlin  
Psychology Press - June 2014, 246 pages,  
Hardback: ISBN 9781848724617 **¥26,730**  
Paperback: Dec 2015m ISBN 9781848724624  
**¥9,230**

First published in English 1968, in this volume Paul Fraise begins with history, looking at the evolution of experimental psychology, starting with its origins. He then moves on to the establishment of experimental psychology around the world. In the second chapter he discusses the experimental method. In the third chapter Jean Piaget tackles the questions of explanation and parallelism and their problems within experimental psychology. The final chapter by Maurice Reuchlin goes on to discuss measurement in psychology looking at various scales with their experimental conditions and numerical properties.

## **Intelligence Experimental Psychology Its Scope and Method: Volume VII**

By Pierre Oléron, Jean Piaget, Bärbel Inhelder, & Pierre Gréco  
Psychology Press - June 2014, 284 pages  
Hardback: ISBN 9781848724679 **¥26,730**  
Paperback: Dec 2015, ISBN 9781848724648 **¥9,230**

First published in English in 1969, the book opens with a chapter by Pierre Oléron on intellectual activities. These fall into three groups: inductive activities (the apprehension of laws, relations and concepts), reasoning and problem solving. It describes typical methods and essential results obtained by relevant experiments.

There are two chapters by Jean Piaget and his collaborator Bärbel Inhelder. The first, on mental images, breaks new

ground: it describes original experiments carried out by Piaget and associates with children of various ages. Piaget examines the relations between images and motor activity, imitation, drawing and operations. He also classifies images according to their degree of complexity and show why children have inadequate images of some processes. The second chapter is on intellectual operations and Piaget gives a summary of the main findings of a number of his earlier books, on the child's notions of conservation, classification, seriation, number, measurement, time, speed and chance.

In the last chapter, Pierre Gréco discusses learning and intellectual structures. He describes the work of psychologists with rats in mazes and formulating theories of animal learning. Gestalt psychology and various other interpretations are examined and Gréco also pays attention to Piaget's view of 'structural learning' based on experience.

## **Learning and Memory Experimental Psychology Its Scope and Method: Volume IV**

By Jean François Le Ny, Gérard de Montpellier, Geneviève Oléron, & César Florès  
Psychology Press - June 2014, 376 pages  
Hardback: ISBN 9781848724631 **¥29,160**  
Paperback: Dec 2015, ISBN 9781848724662 **¥9,230**

First published in English in 1970, the first chapter of the book is concerned with conditioned reactions. Jean François le Ny discusses ways in which conditioned reactions are acquired and the laws governing their function.

The second contributor, Gérard de Montpellier, looks at different types of learning. The varying processes involved in both animal and human learning are considered, together with some general factors and mechanisms of learning. The third section of the book by Geneviève Oléron deals with the phenomenon of transfer. Among the topics included are the determination of transfer effects, transfer in perceptual-motor activities and explanations of transfer. In the final chapter, César Florès examines memory, forgetting and reminiscence. The discussion covers methodology, the influence of material, the role of practice, the part played by attitudes, motivation and emotive reactions in the memory process, as well as the importance of organisation of memory tasks on the part of the subject.

## **Motivation, Emotion and Personality Experimental Psychology Its Scope and Method: Volume V**

By Joseph Nuttin, Paul Fraise, & Richard Meili  
Psychology Press - June 2014, 290 pages  
Hardback: ISBN 9781848724655 **¥26,730**  
Paperback: Dec 2015, ISBN 9781848724686  
**¥9,230**

First published in English in 1968, Joseph Nuttin contributes the first chapter, on Motivation. He discusses various aspects of the motivational process. Such as incentives, conflict, social motivation, and negative motivation, and describes the mechanism of the process. The second chapter, by Paul Fraise, is on the Emotions. Fraise examines the nature of the emotions, both on the behavioural and on the neurophysiological levels, and goes on to define and discuss moving situations. He shows the different types of expression an emotional reaction may take, and discusses the causes of hyper-emotionality.

## **Operant Conditioning An Experimental Analysis of Behaviour (Psychology Revivals)**

by Derek E. Blackman  
Routledge - Sept 2017, 260 pages,  
Hardcover: ISBN 9781138299832 **¥21,870**

The approach to psychology advocated by the radical behaviourists was often misunderstood and frequently gave rise to controversy. Originally published in 1974, this book introduced current research in operant conditioning and explains the attempt to understand behaviour inherent in such experiments at the time. After considering the philosophical context in which behaviouristic psychology developed, the author outlines the basic characteristics of operant research by reviewing single experiments on the effects of reinforcement on behaviour. Chapters on schedules of intermittent reinforcement extend this approach to more complex situations and emphasize that behaviour can be maintained and controlled in many different ways by environmental events.

The author then discusses recent work on conditional reinforcement and on the discriminative control of behaviour and shows how operant research has changed our understanding of these important concepts in psychology. Subsequent chapters review research within the operant paradigm on the effects on behaviour of punishment, anxiety, aversive stimuli and drugs, again by emphasising the special contribution to these topics made by operant conditioning techniques and methodology. The final chapters consider the general implications of operant research for educational practice and for clinical psychology, and place this approach within the context of psychology as a whole. Dr Blackman argues that it should be recognized as one important attempt to further the scientific analysis of behaviour.

This book, filled a long recognized need for an undergraduate text in this area at the time, and helped students form their own evaluation. Now it should be read in its historical context.

## **Perception and Understanding in Young Children**

### **An Experimental Approach**

(Psychology Library Editions: Perception, Volume 4)

by Peter Bryant

Routledge - March 2017, 206 pages,  
Hardback ISBN 9781138691681 **¥24,300**

Originally published in 1974: 'This book sets forth a theory of cognitive development based on simple but powerful processes of inference. The theory is applied with great ingenuity and freshness to complex phenomena found during intellectual development. Dr Bryant has written an important and original book.' (J.S. Bruner)

'In this elegant, timely and brief volume, Dr Bryant produces strong experimental evidence which not only challenges Piaget's ideas, but even more importantly synthesizes the old and new findings into a newer theory of perceptual development.

The importance of this book lies both in its demonstration of elegant experimental techniques in working with young children, and in the optimism it will eventually bring to all concerned with their education. Realizing that children can make deductive inferences at an early age, educators will have to rethink some of their approaches to the teaching of young children. The studies related to the understanding of number have crucial implications for the future teaching of mathematics.

This book will cause many people to take fresh thoughts on the subjects here dealt with, and so it can be strongly recommended for all students of child development.' (William Yule, British Journal of Psychiatry)

## **Perception of Print Reading Research in Experimental Psychology**

(Psychology Library Editions: Perception)  
Edited by Ovid J.L. Tzeng, & Harry Singer  
Routledge - March 2017, 332 pages

Hardback ISBN 9781138210776 **¥26,730**

Given appropriate integration, results from these diverse perspectives can enhance our understanding of reading behaviour tremendously, both in its acquisition and in its skilled functioning. Thus, the enthusiasm for such interdisciplinary interaction had been quite intense for some time. In the years before publication, the National Reading Conference had been doing everything possible to accelerate this interaction. Originally published in 1981, the chapters in this book are the fruits of that effort.

The research focuses on specifying skills in identifying alphabetical elements and the rules that govern their combination, on constructing models that characterize the recognition of individual words and the interpretation of texts, and on discovering what factors are responsible for blocking the normal acquisition process in many children. Chapters 2 to 12 of this book reflect these changing foci. They are nevertheless sandwiched by two chapters that deal with the historical background and future outlook of reading instruction.

## **Perspectives on Mental Representation**

### **Experimental and Theoretical Studies of Cognitive Processes and Capacities**

(Psychology Library Editions: Perception)

Edited by Jacques Mehler, Edward C.T. Walker, & Merrill Garrett

Routledge - Mar 2017, 502 pages, Hardback:  
ISBN 9781138697324 **¥32,800**

Originally published in 1982, the editors felt that their field was clearly in need of explanatory accounts for many different areas. This volume presents statements of the status of research in several areas by scholars at the forefront of the discipline. It tries at the same time to juxtapose theoretical and experimental perspectives in order to display some of the major lines of tension in the field. Divided into 5 parts it covers: Theoretical Perspectives; Experimental Studies in Processing; Neuropsychological Studies in Processing; Studies in Development; followed by Commentary on some specific chapters.

## **Programming Behavioral Experiments with MATLAB and Psychtoolbox**

### **9 Simple Steps for Students and Researchers**

By Erman Misirlisoy

Routledge - Nov 2016, 70 pages, Hardback:  
ISBN 9781138671928 **¥25,510**

Paperback: ISBN 9781138671935 **¥5,340**

Human behavior is fascinating so it's no surprise that psychologists and neuroscientists spend their lives designing rigorous experiments to understand it. MATLAB is one of the most widely used pieces of software for designing and running behavioral experiments, and it opens up a world of quick and flexible experiment programming.

This book offers a step-by-step guide to using MATLAB with Psychtoolbox to create customisable experiments. Its pocket size and simple language allow you to get straight to the point and help you to learn fast in order to complete your work in great time. In nine simple steps, it guides you all the way from setting parameters for your experiment to analysing the output. Gone are the daunting days of working through hundreds of irrelevant and complicated documents, as in this handy book, Erman Misirlisoy coaxes you in the right direction with his

friendly and encouraging tricks and tips.

If you want to learn how to develop your own experiments to collect and analyse behavioral data, then this book is a must-read. Whether you are a student in experimental psychology, a researcher in cognitive neuroscience, or simply someone who wants to run behavioral tasks on your friends for fun, this book will offer you the skills to succeed.

## **Repeated Measures Design for Empirical Researchers**

by J. P. Verma

Wiley - Aug 2015, Hardcover: 288 pages

ISBN 9781119052715 **¥22,950**

Repeated Measures Design for Empirical Researchers presents comprehensive coverage of the formation of research questions and the analysis of repeated measures using IBM SPSS and also includes the solutions necessary for understanding situations where the designs can be used. In addition to explaining the computation involved in each design, the book presents a unique discussion on how to conceptualize research problems as well as identify appropriate repeated measures designs for research purposes.

Featuring practical examples from a multitude of domains including psychology, the social sciences, management, and sports science, the book helps readers better understand the associated theories and methodologies of repeated measures design processes. The book covers various fundamental concepts involved in the design of experiments, basic statistical designs, computational details, differentiating independent and repeated measures designs, and testing assumptions. Along with an introduction to IBM SPSS software.

## **Research Methods for Environmental Psychology**

by Robert Gifford

Wiley-Blackwell - Jan 2016, 440 pages,

Paperback ISBN 9781118795385 **¥11,000**

Covering the full spectrum of methodology, the timely and indispensable Research Methods for Environmental surveys the research and application methods for studying, changing, and improving human attitudes, behaviour and well-being in relation to the physical environment.

The first new book covering research methods in environmental psychology in over 25 years. Brings the subject completely up-to-date with coverage of the latest methodology in the field.

The level of public concern over the impact of the environment on humans is high, making this book timely and of real interest to a fast growing discipline.

Comprehensively surveys the research and application methods for studying, changing, and improving human attitudes, behavior, and well-being in relation to the physical environment.

Robert Gifford is internationally recognised as one of the leading individuals in this field, and the contributors include many of the major leaders in the discipline.

## **Python for Experimental Psychologists**

By Edwin S. Dalmaijer

Routledge - Oct 2016, 216 pages, Hardcover:

ISBN 9781138671560 **¥25,510**

Paperback: 9781138671577 **¥8,500**

Programming is an important part of experimental psychology

and cognitive neuroscience, and Python is an ideal language for novices. It sports a very readable syntax, intuitive variable management, and a very large body of functionality that ranges from simple arithmetic to complex computing.

Python for Experimental Psychologists provides researchers without prior programming experience with the knowledge they need to independently script experiments and analyses in Python. The skills it offers include: how to display stimuli on a computer screen; how to get input from peripherals (e.g. keyboard, mouse) and specialised equipment (e.g. eye trackers); how to log data; and how to control timing. In addition, it shows readers the basic principles of data analysis applied to behavioural data, and the more advanced techniques required to analyse trace data (e.g. pupil size) and gaze data.

Written informally and accessibly, the book deliberately focuses on the parts of Python that are relevant to experimental psychologists and cognitive neuroscientists. It is also supported by a companion website where you will find colour versions of the figures, along with example stimuli, datasets and scripts, and a portable Windows installation of Python.

## **Scientific Method**

### **How Science Works, Fails to Work, and Pretends to Work**

By John Staddon

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This book shows how science works, fails to work, or pretends to work, by looking at examples from such diverse fields as physics, biomedicine, psychology, and economics. Social science affects our lives every day through the predictions of experts and the rules and regulations they devise. Such sciences, from economics and social psychology to health science and epidemiology, operate under very different (and often more tenuous) conditions from physical sciences such as chemistry. Yet, their methods and results must also be judged according to the same scientific standards, and every literate citizen should understand these standards and be able to tell the difference between good science and bad. Scientific Method enables readers to develop a critical, informed view of scientific practice by discussing concrete examples of how real scientists have approached the problems of their fields. It is ideal for students and professionals trying to make sense of the role of science in society, and of the meaning, value, and limitations of scientific methodology in the social sciences.

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