



**[(Measurement and Evaluation in Human Performance)] [Author: Jr. James R Morrow] published on (December, 2010)**

*Jr. James R Morrow*

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"Measurement and Evaluation in Human Performance," Fourth Edition, paves the way for students and professionals to identify and solve human performance problems in the areas of kinesiology, physical education, health, and fitness. Focusing on the concepts of reliability, objectivity, and validity, the text introduces students to tests and measurements and guides them through statistical decision making and accurate interpretation of data. "Measurement and Evaluation in Human Performance, " Fourth Edition, is designed with student learning in mind with its practical approach, easy-to-read style, and minimal mathematics. Like previous editions, the text combines introductory algebraic concepts with explanations of reliability and validity to assist students in developing the knowledge and tools to gather and analyze data for decision making. The fourth edition also features many upgrades: - An updated online study guide that incorporates more student activities, computer tasks, and quiz questions to help students comprehend the concepts - A realignment of chapters into four cohesive sections leading from background knowledge and basic statistical concepts to supportive theories and practical application - Greater use of Microsoft Excel to assist with statistical calculations, including an appendix of directions, screen captures, and templates for complex calculations - Inclusion of large sample data sets with each chapter's online study guide content that help students review concepts and emphasize the value of computer skills in the field of measurement and evaluation - More information on physical activity assessment incorporated into all chapters - A new contributor who lends expertise to teachers and coaches in a chapter addressing performance-based assessment In addition to incorporating use of MS Excel, this edition continues to use Predictive Analysis Software (PASW), previously known as Statistical Package for the Social Sciences (SPSS). These computer applica

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