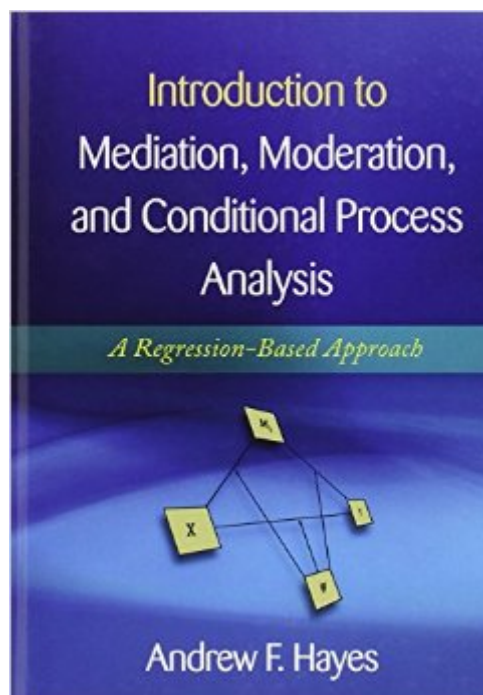# Introduction To Mediation, Moderation, And Conditional Process Analysis: A Regression-Based Approach (Methodology In The Social Sciences)

Synopsis

Explaining the fundamentals of mediation and moderation analysis, this engaging book also shows how to integrate the two using an innovative strategy known as conditional process analysis. Procedures are described for testing hypotheses about the mechanisms by which causal effects operate, the conditions under which they occur, and the moderation of mechanisms. Relying on the principles of ordinary least squares regression, Andrew Hayes carefully explains the estimation and interpretation of direct and indirect effects, probing and visualization of interactions, and testing of questions about moderated mediation. Examples using data from published studies illustrate how to conduct and report the analyses described in the book. Of special value, the book introduces and documents PROCESS, a macro for SPSS and SAS that does all the computations described in the book. The author's website (www.afhayes.com) offers free downloads of PROCESS plus data files for the book's examples. Unique features include: *Compelling examples (presumed media influence, sex discrimination in the workplace, and more) with real data; boxes with SAS, SPSS, and PROCESS code; and loads of tips, including how to report mediation, moderation and conditional process analyses. *Appendix that presents documentation on use and features of PROCESS.Â *Online supplement providing data, code, and syntax for the book's examples.

Book Information

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Customer Reviews

I had been looking forward to this book for some time because I was interested in learning how to

conduct these kinds of analyses but I found it hard to teach myself the process by reading the existing articles. It does a nice job of explaining the basics of the analyses and Process is a great macro for SPSS. However, I was also really hoping that the book would contain a detailed breakdown of what information is contained on the output and how to interpret it. Unfortunately, it doesn't have that. It has sample output but it doesn't really go through and explain everything that's contained in the output. It seems to just assume that you know how to read the output which is a little odd for a book that's meant to be an introduction.

For those new to the topic, Hayes' book provides a great introduction to moderation and mediation analyses; for those already familiar with the basics (or more than the basics), it serves as an important reference and refresher. In my field (consumer behavior), the PROCESS macro introduced by this book is quickly becoming the gold standard for testing psychological processes. In addition to showing *how* to use PROCESS, Hayes also explains *why* and demystifies the "black box" in a quite readable manner. (I leisurely read it cover to cover over the last week or two, and could've done so much faster had I been in a rush.) Hayes uses lots of real examples, explained and interpreted in depth, and provides the sample data and code so that readers can replicate the analyses for themselves. He also precisely dispels long-held myths regarding mean-centering and testing the total effect, among others. I'll be keeping this book within easy reach of my desk.

Excellent, accessible explanation of how to optimally test relationships between variables in regression. I teach Ph.D.-level statistics courses and am considering assigning this text in the future. Hayes has done a true service to science by writing this book and the associated macro tools.

Well it can't get your kid to eat broccoli or your dog to stop pooping in the house, but if you do quantitative work and are concerned about causality, it will at least change your research.This book is incredible. Incredibly well written and clear explanations. If you have a decent idea about how regressions work, you can probably skip the first few chapters, but I wouldn't recommend it. I thought I had a clear understanding of regression analysis, but the way Hayes explained it gave me a new appreciation for some of the subtleties. And that's not even the main text!I have fundamentally shifted the way I think about data with an understanding of how these tools work. I was always a bit suspicious of the Baron & Kenny mediation; while it is useful, it has some flaws.

Hayes explains the bootstrapping methodology in a manner that gave me insight into both what those flaws are, and why this methodology is more powerful and consistent.The clear explanations are incredible, but the real piece that puts this over the top is the fact that Hayes provides the macros for free on his website. Instead of spending loads of time figuring out how to translate my statistical knowledge into code, I can implement these ideas immediately. I know some people prefer to have absolute control over these processes, but I am not one of them.In short, you need this book.

I wasn't a stats geek until now. Great writer and teacher. He also maintains a website with statistical package add-ons and scripts. If you have a question about mediation and/or moderation using regression, I bet there's an answer in this book.

This is my go-to book for for analysis, at this point. It's written clearly, with great examples supporting the theories and methodologies described. When I need a refresher or am trying to plan the design/analysis of research, it is a book that can be relied on explicitly describe and differentiate between various data analytic approaches. The text is also very well laid-out, and has references to other articles that are very helpful. As a whole, it can't be beat.

Great book. I have only two stats books that I frequently refer to. One of Hayes' book for mediation (and conditional process analysis) and the second is Andy Field's guide to SPSS. These two together tell you everything you need to know about basic stats in SPSS. Hayes' book is clear, uses great examples, and explains concepts well for those that know the basics of stats (but is not overwhelming with formulas). A must for anyone doing mediation analysis.

Hayes is not only one of the world's leading experts on mediation and moderation; he is also a wonderful communicator and teacher (as anyone who has attended his occasional workshops will know). This really comes through in this volume on mediation, moderation, and their combination (conditional process analysis). The book is written with application in mind, but is not a cookbook -- you will understand these methods inside and out before putting it down. I recommend it to anyone wanting to learn how to specify and test complex regression models. Hayes' website provides easy-to-use syntax for SPSS and SAS to accompany the analyses in the book.

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