

SALEM PRESS

Published & Distributed by Grey House Publishing

For Immediate Release

March 16, 2018

Contact: Jessica Moody, VP Marketing
(800) 562-2139 x101
jmoody@greyhouse.com

Salem Press Announces the New Addition to The *Principles Of* Series: *Principles of Scientific Research*

Salem Press is pleased to add *Principles of Scientific Research* to its growing *Principles of Science* collection. This new resource introduces students and researchers to the fundamentals of scientific research using easy-to-understand language, giving readers a solid start and deeper understanding and appreciation of this complex subject. Students need more information than ever on STEM content and the practice of science. This new title delves into the world of scientific research, to give high school and undergraduate students a better understanding of concepts and theories behind scientific research across all disciplines.

The 105 entries include information that explains basic principles of scientific research, ranging from Abductive Reasoning to Type I and Type II Errors, as well as biographies of key figures in scientific research that include a description of their significant contributions to the field, ranging from Robert Brown to Chien-Shiung Wu. All of the entries are arranged in an A to Z order, making it easy to find the topic of interest.

Entries related to basic principles and concepts include the following:

- **Fields of study** to illustrate the connections between the scientific research and the various branches science research theory and design to experimental design and statistical analysis;
- An **abstract** that provides **brief, concrete summary** of the topic and how the entry is organized;
- **Principal terms** that are fundamental to the discussion and to understanding the concepts presented;
- **Basic principles** that clarify the essentials of the topic
- Text that gives an **explanation of the principles** and its **importance to scientific research**, including theory and practice, benefits and drawbacks, and practical applications;
- **Formulas and equations** related to the principle;
- **Illustrations** that clarify difficult concepts via models, diagrams, and charts of such key topics as longitudinal sampling, nested designs, and probabilistic sampling;
- **Further reading** lists that relate to the entry.

Entries related to important figures in scientific research include the following:

- A brief overview of the individual and their contributions
- Key dates and biographical data
- Primary field(s) and specialties
- Further reading lists that relate to the entry
- Sidebars explaining their significant advances, inventions, or discoveries
- Text that provides information about the scientist's Early Life, Life's Work, and Impact

The book includes helpful appendixes as another valuable resource, including the following:

- Time Line of Inventions and Scientific Advancements
- Glossary
- Bibliography
- Subject Index

FREE ONLINE ACCESS

Libraries and schools purchasing the printed version of any Salem Press title get complimentary online access to that title on our new online database, <http://online.salempress.com>. Combining Salem's Literature, History, Health, Science and Careers titles, students and researchers can now access all of their Salem content in one all-inclusive site. Any school or library with print reference content in Salem Press' database is entitled to online access to that content. This access is a guaranteed component of our product.

These enlightening entries will inform and educate high school and undergraduate students on the fundamentals of research methods, practice and theory. This new volume will be a must-have source for high school and undergraduate libraries and science collections at all levels.

Principles of Scientific Research

Pub. Date: November 2017

ISBN: 978-1-68217-609-2

Ebook ISBN: 978-1-68217-610-8 400 pages \$165.00

Publisher: Salem Press

Editor: Donald E. Franceschetti, PhD

Additional Titles in the series:

Principles of Chemistry

Principles of Physics

Principles of Astronomy

Principles of Computer Science

Principles of Physical Science

Principles of Biology