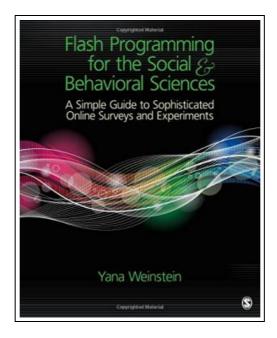
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SAGE Publications Inc, United States, 2012. Paperback. Condition: New. Language: English. Brand New Book. Adobe Flash is one of the most popular languages for animated web content, and recently social and behavioural scientists have started to take advantage of it to collect data online. This book is a unique, step-by-step guide to using Adobe Flash to develop experiments and other research tools. Each chapter presents a set of techniques required for one aspect of programming an experiment, with students following instructions in italics and working through the code included in the text. Most chapters end with an exercise to put the newly learned techniques into practice. No previous knowledge of programming is required, though general computer literacy is assumed. Basic programming principles are introduced throughout the book in the context of solutions to specific research problems.

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