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Introduction to Mediation, Moderation, and Conditional Process Analysis

A Regression-Based Approach

Andrew F. Hayes

"Mediation and moderation are two of the most widely used statistical tools in the social sciences. Students and experienced researchers have been waiting for a clear, engaging, and comprehensive book on these topics for years, but the wait has been worth it—this book is an absolute winner. With his usual clarity, Hayes has written what will become the default resource on mediation and moderation for many years to come."

—**Andy Field, PhD**, School of Psychology, University of Sussex, United Kingdom

"Hayes provides an accessible, thorough introduction to the analysis of models containing mediators, moderators, or both. The text is easy to follow and written at a level appropriate for an introductory graduate course on mediation and moderation analysis. The book is also an extremely useful resource for applied researchers interested in analyzing conditional process models. One strength is the inclusion of numerous examples using real data, with step-by-step instructions for analysis of the data and interpretation of the results. This book's largest contribution to the field is its replacement of the confusing terminology of mediated moderation and moderated mediation with the clearer and broader term *conditional process model*."

—**Matthew Fritz, PhD**, Department of Educational Psychology, University of Nebraska-Lincoln

"A welcome contribution. This book's accessible language and diverse set of examples will appeal to a wide variety of substantive researchers looking to explore how or why, and under what conditions, relationships among variables exist. Hayes has a unique ability to effectively communicate technical material to nontechnical audiences. He facilitates application of several cutting-edge statistical models by providing practical, well-oiled machinery for conducting the analyses in practice. I can use this book to enhance my graduate-level mediation class by extending the course to include more coverage on differentiating mediation versus moderation and on conditional process models that simultaneously evaluate both effects together."

—**Amanda Jane Fairchild, PhD**, Department of Psychology, University of South Carolina

"This decidedly readable, informative book is perfectly suited for a range of audiences, from the novice graduate student not quite ready for SEM to the advanced statistics instructor. Even the seasoned quantitative methodologist will benefit from Hayes's years of accumulated wisdom as he expertly navigates this burgeoning—and at times inconsistent—literature. This book is particularly well suited for graduate-level courses. Hayes brings conditional process analysis to life with such passion that even the most 'stat-o-phobic' will become convinced that they too can master SPSS (or SAS) process. The thoughtful use of real-life examples, accompanied by SPSS and SAS syntax and output, makes the book highly accessible."

—**Shelley Brown, PhD**, Department of Psychology, Carleton University, Canada

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.

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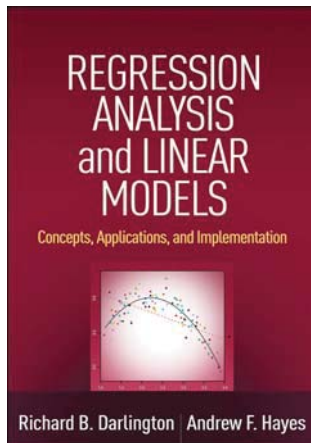
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Regression Analysis and Linear Models

Concepts, Applications, and Implementation

Richard B. Darlington and Andrew F. Hayes

"This is a great textbook for students who have only basic knowledge of statistics yet would like to gain a deep conceptual understanding of regression. The book is up to date in current methods in regression, with strong examples using SAS/SPSS/STATA."

—**Chris Oshima, PhD**, Department of Educational Policy Studies, Georgia State University

"A terrific addition to the regression literature. I am often asked, 'How do I determine which regressor(s) is/are the most important?' The treatment of this topic is excellent, and the authors have done a fantastic job of bringing important issues to light. The applied nature of the text and the interweaving of software syntax and output are major improvements over similar books. I like the fact that the book has software package information for SPSS, SAS, and STATA. It has a nice balance; not too technical on the statistical side, but not simply a 'how to' on the software side. I could see this book being used as the main text in our department's graduate-level regression course."

—**Scott C. Roesch, PhD**, Department of Psychology, San Diego State University

"This fantastic introduction to the general linear model takes the reader from first principles through to widely used techniques such as mediation and path analysis. The clear writing makes it a pleasure to read. Students will find the book an invaluable resource. There are plenty of insights, too, for even seasoned researchers and data analysts. Instructors and students will appreciate the logical structure and bite-sized chapters that break the material up into manageable chunks."

—**Andy Field, PhD**, Professor of *Child Psychopathology*, University of Sussex, United Kingdom

"If you want to get the most bang for your buck out of your statistical training, investing in learning regression and linear models is the way to go. Nonetheless, many people find linear modeling to be confusing at first. This book breaks down all walls to mastering this fundamental analysis by providing a complete guide in an approachable, conversational style. The book begins with a comprehensive introduction to linear models and continues on to cover the most useful advanced topics, such as logistic regression, mediation and path analysis, and multilevel models. A 'must-have' desk reference for entry-level learners and long-time practitioners alike."

—**Elizabeth Page-Gould, PhD**, Canada Research Chair in Social Psychophysiology, University of Toronto

Emphasizing conceptual understanding over mathematics, this user-friendly text introduces linear regression analysis to students and researchers across the social, behavioral, consumer, and health sciences. Coverage includes model construction and estimation, quantification and measurement of multivariate and partial associations, statistical control, group comparisons, moderation analysis, mediation and path analysis, and regression diagnostics, among other important topics. Engaging worked-through examples demonstrate each technique, accompanied by helpful advice and cautions. The use of SPSS, SAS, and STATA is emphasized, with an appendix on regression analysis using R. The author's website (www.afhayes.com) provides datasets for the book's examples as well as the RLM macro for SPSS and SAS.

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