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Bonilla y Asociados
desde 1950



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Written with Bandura's social learning theory in mind, Testing and Measurement: A User-Friendly Guide allows students to master testing and measurement through a three-stage learning process - presentation of information, modeling, and practice with direct feedback. Authors

Sharon E. Robinson Kurpius and Mary E. Stafford take students through the essential components of measurement, starting with measurement scales and ending with reliability and validity. Taking the attitude that everyone can learn testing and measurement concepts, the authors make this learning process fun and non-threatening