



Flash Programming for the Social & Behavioral Sciences: A Simple Guide to Sophisticated Online Surveys and Experiments

Yana Weinstein

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Adobe Flash is one of the most popular languages for animated web content, and recently social and behavioral scientists have started to take advantage of it to collect data online. **Flash Programming for the Social and Behavioral Sciences: A Simple Guide to Sophisticated Online Surveys and Experiments** 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.

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