

## Series Editor's Note

Mediation and moderation are two ubiquitous concepts in social and behavioral science research. These concepts pervade the hypotheses of researchers from the world of business to the realm of education. Given their common invocation in the theories and hypotheses of researchers, one would think that the meanings of mediation and moderation would be well understood and that their distinction would be clear and never conflated. Unfortunately, they are oft confused and researchers appear rather perplexed about how to define and test for evidence of their influence. Enter Paul Jose's book, *Doing Statistical Mediation and Moderation*.

I am delighted to introduce this book to you. I first met Paul at one of our very first Kansas University Stats Camps held every June (see [www.statscamp.org](http://www.statscamp.org) for more details on this annual event). Paul was there to hone his skills on recent advances in structural equation modeling. The enthusiasm that he shared with us on his interest in writing a book on mediation and moderation was inspiring. A few years later, when I took the helm of The Guilford Press Methodology in the Social Sciences Series from David Kenny, I solicited Paul to bring his dream to the series. Paul has pitched this book precisely at the level that I hoped he would. It is a disarming treatment of the sometimes intimidating concepts of mediation and moderation. His writing style is a reflection of his kind personality, wry wit, and statistical scholarship. He brings you in for an enjoyable learning experience, employing a terrific balance of humor and active voice with just the right dosage of how-to procedure and postresults interpretation. The book does not require more than a basic understanding of statistics because Paul is careful to introduce and define concepts along the way.

Paul emphasizes that there are more than two ways to analyze data with three variables—for example, a third way is simple additive effects. As Paul outlines, moderator-oriented research is more interested in when certain effects will hold. In contrast, mediator-oriented research is more interested in the mechanisms of how and why effects occur. A moderator is often introduced when  $X$  and  $Y$  have a weak or inconsistent relationship. In contrast, a mediator is often introduced when  $X$  and  $Y$  have a strong relationship to start with. As I mentioned, researchers often confuse these ideas. They also conflate them with simple additive effects of multiple predictors! Here, the additive effect is the simple linear combination of unique effects that contribute to an outcome. In my consultations with others, I frequently have to help them understand that one's standing on an outcome can directly relate to one's standing on the multiple predictors, with nothing being mediated or moderated. That is, researchers often confuse how different people can have different profiles on the independent variables, which lead to the same or different outcome with none of the process being related to mediation or moderation. I like that Paul cautions readers and researchers that not all multivariate problems are mediated or moderated processes. The outcome can be multiply caused. Now, with this book, I have a definitive resource that I can share with researchers to help them understand these essential distinctions.

The bottom line is, kudos to Paul. After enjoying his book, you not only will finally get the distinction between a mediator and a moderator squared away and know how to properly test for the existence of a mediator or a moderator, you will also more deftly understand the complexities of such processes as mediated moderation and moderated mediation.

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