
The Basics Of Social Research

*The Basics Of Social
Research*

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The Basics of Social Research *Cengage Learning*

This thorough revision of Babbie's standard-setting text presents a succinct, straightforward introduction to the field of research methods as practiced by social scientists. Contemporary examples, such as terrorism, Alzheimer's disease, anti-gay prejudice and education, and the legalization of marijuana, introduce students to the how-tos and whys of social research methods. Updated with new data, expanded coverage of online

research and other topics, and new Learning Objectives for each chapter to focus students' attention on important concepts, this edition continues to be authoritative yet student-friendly and engaging as it helps students connect the dots between the world of social research and the real world. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Basics of Social Research Enhanced

PRODUCT ONLY AVAILABLE WITHIN CENGAGE UNLIMITED. THE BASICS OF SOCIAL RESEARCH presents a succinct, straightforward introduction to the field of research methods as practiced by

social scientists. Contemporary examples, such as terrorism, Alzheimer's disease, anti-gay prejudice and education, and the legalization of marijuana, introduce students to the "how-tos" and "whys" of social research methods.

The Basics of Social Research
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This thorough revision of Babbie's standard-setting text presents a succinct, straightforward introduction to the field of research methods as practiced by social scientists. Contemporary examples, such as terrorism, Alzheimer's disease, anti-gay prejudice and education, and the legalization of marijuana, introduce students to the how-tos and whys of

social research methods. With increased emphasis on qualitative research and practical applications, this edition is authoritative yet student-friendly and engaging enough to help students connect the dots between the world of social research and the real world. Available with InfoTrac Student Collections

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Basics of Social Research

Qualitative and Quantitative Approaches *Allyn & Bacon*

With its enhanced design and increased Canadian content, *Basics of Social Research: Qualitative and Quantitative Approaches* sets a new standard in social research methods. The improved layout makes a difficult subject easier to understand, with a new four-colour, visually enhanced presentation. Updated Canadian content focuses on real research examples from Canadian studies to make social research accessible to students and demonstrate how social research has applications in the real world. Themed

boxes and new end-of-chapter questions increases student learning and provides a foundation for further learning about social research methods.

The Basics of Social Research

Wadsworth Publishing Company

A concise, affordable paperback research methods text from Earl Babbie, who defined how to teach the research methods course with THE PRACTICE OF SOCIAL RESEARCH, 8th. By emphasizing an understanding of the theoretical logic behind the research process and demonstrating preferred techniques, this text helps students see methods as a way of thinking and gathering evidence.

The Basics of Social Research, Enhanced Edition, Loose-Leaf

Version Cengage Learning

Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Foundations of Social Research

Meaning and Perspective in the Research Process SAGE

Choosing a research method can be bewildering. How can you be sure which methodology is appropriate, or whether your chosen combination of methods is consistent with the theoretical perspective you want to take? This book links methodology and theory with great clarity and precision, showing students and researchers how to navigate the maze of conflicting terminology. The

major epistemological stances and theoretical perspectives that colour and shape current social research are detailed and the author reveals the philosophical origins of these schools of inquiry and shows how various disciplines contribute to the practice of social research as it is known today. Available with Perusall—an eBook that makes it easier to prepare for class Perusall is an award-winning eBook platform featuring social annotation tools that allow students and instructors to collaboratively mark up and discuss their SAGE textbook. Backed by research and supported by technological innovations developed at Harvard University, this process of learning through collaborative annotation keeps your students engaged and makes

teaching easier and more effective. Learn more.

The Basics of Communication Research *Cengage Learning*

Combining the time tested classical work of Earl Babbie with the insights of one of the most recognized and respected names in speech communication research, **THE BASICS OF COMMUNICATION RESEARCH** is the book for the Communication research methods course. With the authors' collective experience teaching research methods and as active researchers themselves you will find this text to be the authoritative text for your course. The authors frame research as a way of knowing, and provide balanced treatment to both quantitative and

qualitative research traditions in communication research and present it in a student friendly and engaging format. It provides in-depth treatment of the role of reasoning in the research enterprise and how this reasoning process plays itself out in planning and writing a research proposal and report. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Principles and Methods of Social Research *Routledge*

Used to train generations of social scientists, this thoroughly updated classic text covers the latest research techniques and designs. Applauded for its comprehensive coverage, the breadth

and depth of content is unparalleled. Through a multi-methodology approach, the text guides readers toward the design and conduct of social research from the ground up. Explained with applied examples useful to the social, behavioral, educational, and organizational sciences, the methods described are intended to be relevant to contemporary researchers. The underlying logic and mechanics of experimental, quasi-experimental, and non-experimental research strategies are discussed in detail. Introductory chapters covering topics such as validity and reliability furnish readers with a firm understanding of foundational concepts. Chapters dedicated to sampling, interviewing, questionnaire design, stimulus scaling, observational methods,

content analysis, implicit measures, dyadic and group methods, and meta-analysis provide coverage of these essential methodologies. The book is noted for its: -Emphasis on understanding the principles that govern the use of a method to facilitate the researcher's choice of the best technique for a given situation. - Use of the laboratory experiment as a touchstone to describe and evaluate field experiments, correlational designs, quasi experiments, evaluation studies, and survey designs. -Coverage of the ethics of social research including the power a researcher wields and tips on how to use it responsibly. The new edition features: -A new co-author, Andrew Lac, instrumental in fine tuning the book's accessible approach and

highlighting the most recent developments at the intersection of design and statistics. -More learning tools including more explanation of the basic concepts, more research examples, tables, and figures, and the addition of bold faced terms, chapter conclusions, discussion questions, and a glossary. -Extensive revision of chapter (3) on measurement reliability theory that examines test theory, latent factors, factor analysis, and item response theory. -Expanded coverage of cutting-edge methodologies including mediation and moderation, reliability and validity, missing data, and more physiological approaches such as neuroimaging and fMRIs. -A new web based resource package that features Power Points and discussion and exam questions for each

chapter and for students chapter outlines and summaries, key terms, and suggested readings. Intended as a text for graduate or advanced undergraduate courses in research methods (design) in psychology, communication, sociology, education, public health, and marketing, an introductory undergraduate course on research methods is recommended.

Research Methods: The Basics

2nd edition *Routledge*

Research Methods: The Basics is an accessible, user-friendly introduction to the different aspects of research theory, methods and practice. This second edition provides an expanded resource suitable for students and practitioners in a wide range of disciplines including the

natural sciences, social sciences and humanities. Structured in two parts – the first covering the nature of knowledge and the reasons for research, the second the specific methods used to carry out effective research and how to propose, plan, carry out and write up a research project – this book covers:

- Reasons for doing a research project
- Structuring and planning a research project
- The ethical issues involved in research
- Different types of data and how they are measured
- Collecting and analysing qualitative and quantitative data in order to draw sound conclusions
- Mixed methods and interdisciplinary research
- Devising a research proposal and writing up the research
- Motivation and quality of work.

Complete with a glossary of key terms and guides to further reading, this

book is an essential text for anyone coming to research for the first time.

EBOOK: Essentials of Social Research *McGraw-Hill Education (UK)*

“Essentials of Social Research is a well-balanced and engaging treatment of the many facets of doing research. Capturing a trend toward the use of multiple methods and perspectives, the authors weave theoretical insights with interesting findings and applications on a variety of topics. Their use of common examples from one chapter to the next is an innovative way of conveying the value of a multi-method approach to inquiry. And, they let us in on a secret shared by many researchers, which is that research is fun and we enjoy doing it. There is something here for students

across the spectrum of the social and behavioural sciences.” Daniel Druckman, George Mason University and the University of Queensland, Australia
 “Clearly written, well-thought out and logically organized, the book is an ideal text for all undergraduate courses. ... I particularly like the book’s thoughtful discussion of the quantitative/qualitative debate. The authors are even-handed about the strengths and weaknesses of the methods, noting that each is appropriate some of the time, neither is appropriate all of the time and the best empirical research often combines the approaches. ... Finally, the application problems at the end of each chapter are so well thought out that a faculty member need not spend hours developing the basic homework

assignments and can focus on designing appropriate research project for the students.” Helen Roland, University of California, USA What is meant by ‘the scientific method’? How do I go about collecting data? Should I use qualitative methods, quantitative methods, or both? Essentials of Social Research is an introductory text designed to provide straightforward, clear answers to the key questions students have about research methods. Written for those with no prior background in social research methodology, it covers the fundamentals of social research, including: types of research, reasoning and data, basic logic of quantitative and qualitative inquiry, major data collection strategies, and the assessment of research findings. In addition, this handy guide: Offers

ongoing exercises to illustrate the text material Covers basic critical thinking skills Emphasizes the complementary contributions of quantitative and qualitative methods Provides examples of research from published literature Essentials of Social Research is key reading for all undergraduate social scientists undertaking research.

Social Research Counts *Wadsworth Publishing Company*

Become a competent, confident, and critical consumer of social research with Earl Babbie's SOCIAL RESEARCH COUNTS. Written with wit, and with a desire to see you succeed in the course, the book presents the main tenets of research methods concisely and in a visually appealing, full-color format that

engages you in the topics and helps you make the connection between a concept and its real-world applications. Each chapter includes features designed to guide you through the material, including Learning Objectives that offer you an easy-to-follow guide to the content, as well as "Tips and Tools" and "Research in Real Life" boxes that provide opportunities for you to better equip yourself with relevant skills. As a result of using this book, you will gain a firm footing in the foundational skills and principles of research methods.

Fundamentals of Social Research
Scarborough, ON : Nelson Thomson Learning

Earl Babbie, best-selling author in the field, is joined by Lucia Benaquisto,

experienced researcher and teacher for *The Basics of Social Research*, First Canadian Edition. This outstanding author team makes abstract theory understandable with humour and down-to-earth examples. Canadian examples and Canadian social science research make the text even more relevant to students. This textbook is for a one semester course in research methods. The adaptation is unique because it took the American edition but added unique chapters and methods based on the reviewers' desire for comprehensive coverage. There is more material on ethics and qualitative research in the Canadian edition. There is also coverage of a more advanced topic, the elaboration model. This adaptation is also unique in the Canadian market

because of its rich ancillary package.

The Basics of Caring Research *Springer*

"What is caring research and how to conduct it? This book defines the new concept of caring research as a combination of two perspectives. Caring research means research that aims to promote well-being. It is focused on a good quality of life, human strengths and active life, as well as characteristics and positive development in human beings that act as buffers against malaise and help coping with adversities in life. In addition, caring research cares for the researcher well-being. Caring research is conducted by people who share the passion and enthusiasm to influence positively and collaborate. Caring

research includes the joy of working and researching together. Thus, caring research is manifested in the relationships between researchers, supervisors, students, and other experts, and their mutual open and respectful interaction. The Basics of Caring Research analyzes these two elements of caring research through several viewpoints that are to illustrate the manifold nature of caring research as positively-focused and positively-conducted research. The book also includes critical analysis of the current requirements and future challenges of caring research. The book serves as a text book in, for example, research studies in psychology and educational and behavioral sciences. Researchers and supervisors find it a useful tool to

support their supervision of various academic theses.

Introduction to Social Research *Cengage Learning*

This thorough revision of Babbie's standard-setting book presents a succinct, straightforward introduction to the field of research methods as practiced by social scientists. Contemporary examples such as terrorism, Alzheimer's disease, anti-gay prejudice and education, and the legalization of marijuana make this Fifth Edition thoroughly fascinating as it introduces you to the "how-tos" and "whys" of social research methods. The book's new qualitative coverage combined with its already strong quantitative material makes this new

edition Babbie's best yet. Babbie, long respected in the field and renowned for his engaging and friendly writing style, gives you the tools you need for understanding social research methods and for applying these concepts both inside and outside the classroom as a researcher and as a consumer of research. With increased emphasis on qualitative research and practical applications, this Fifth Edition is authoritative yet student-friendly . . . and engaging enough to help you connect the dots between the world of social research and the real world.

Adventures in Social Research

Data Analysis Using IBM SPSS Statistics *Pine Forge Press*

Click on the Supplements tab above for further details on the different versions of SPSS programs.

Fundamentals of Social Research

The Fundamentals of Social Research, 4th Canadian Edition brings research methods to life for Canadian students. The text introduces students to techniques for testing the accuracy of different maps of social reality, in order to help them understand, appreciate and manage the social world that surrounds us. A lively narrative and pedagogy engages students, while building conceptual foundations, methodologies, and practical skills that provide a critical understanding of why social research matters in their academic and future professional careers.

Social Science Research

Principles, Methods, and Practices *CreateSpace*

This book is designed to introduce doctoral and graduate students to the process of conducting scientific research in the social sciences, business, education, public health, and related disciplines. It is a one-stop, comprehensive, and compact source for foundational concepts in behavioral research, and can serve as a stand-alone text or as a supplement to research readings in any doctoral seminar or research methods class. This book is currently used as a research text at universities on six continents and will shortly be available in nine different languages.

Do It Yourself Social Research, Third Edition *Routledge*

With the rapid growth of collaborative, indigenous, and community-based research, one of the key challenges researchers face is finding an effective way of involving non-researchers in the research process. *Do It Yourself Social Research* has been a best-selling methodology guide for action research projects and community groups in Australia for almost three decades. Always emphasizing the importance of a spirit of inquiry, it demystifies the research process, covering where to start, how to manage a research project, what methods, techniques and resources to use, and interpretation, analysis and reporting. This third edition has been thoroughly revised, adding the use of

narrative and dialogue in research, rich research design, and what digital technology can (and can't) contribute to the research process. With its hands-on, no-nonsense approach, *Do It Yourself Social Research* is an essential resource for community groups, college students, and other novice researchers in health, social welfare, education and related areas.

Learning How to Use SPSS: With Exercises for Babbie S the Basics of Social Research *Wadsworth Publishing Company*

This handy guide is coordinated with both *THE BASICS OF SOCIAL RESEARCH* text and the SPSS Student Version 17.0 CD-ROM to help you learn basic navigation in SPSS, including how to

enter their own data; create, save, and retrieve files; produce and interpret data summaries; and much more. SPSS practice exercises are correlated with each chapter. The guide comes free when bundled with the text.

Social Psychology

The Basics *Routledge*

Social psychology explores some of the most important questions we face as people: how do we create and understand the social self? How does our 'social mind' influence the volition and content of thoughts and behaviour? How do we relate to other individuals and groups and the myriad forms and processes of social influence? In a jargon-free and accessible manner,

Social Psychology: The Basics critically examines these fundamental principles of social psychology, and provides a thorough overview of this fascinating area. Discussing the theory and science behind our understanding of how people relate to others, this book explores how we understand ourselves and others, how we relate at an individual and group level, the key processes underpinning social influence and the ways the discipline has evolved (and continues to evolve). It also looks at how the application of social psychology makes important differences in the real world. Highlighting key issues, controversies and applications, including case studies, questions, and biographies of important figures in the discipline, this is the essential introduction for students at

undergraduate, A-level and high school levels who are approaching social psychology for the first time.

Social Research Methods

Qualitative and Quantitative Approaches

Social Research Methods: Qualitative and Quantitative Methods 7e is a highly regarded text that presents a comprehensive and balanced introduction to both qualitative and quantitative approaches to social research with an emphasis on the benefits of combining various approaches. New this edition: MyResearchKit--Social Research Methods 7E can be packaged with this text at no additional cost (ISBN: 0205751342) or

purchased separately. MyResearchKit includes: * Multiple-choice practice test questions* Flashcards of key terms* Short research exercises (previously in the workbook)*Social Explorer: census data from 1790 - present* A Social Research in the News blog*Writing tutorial: covers documenting sources, avoiding plagiarism, and various kinds of writing assignments (literature reviews, abstracts, research proposals, etc.)*MySearchLab: a search engine for retrieving scholarly research articles from hundreds of academic journals

EBOOK: The Good Research Guide: For Small-Scale Social Research Projects *McGraw-Hill Education (UK)*

This bestselling introductory book offers practical and straightforward guidance

on the basics of social research, ideal for anyone who needs to conduct small-scale research projects as part of their undergraduate, postgraduate or professional studies. The book provides:

- A clear, straightforward introduction to data collection methods and data analysis
- Jargon-free coverage of the key issues
- Checklists to guide good practice

The sixth edition has been extensively updated and includes features such as:

- A new chapter on the Life Course Perspective
- A new chapter on Literature Reviews
- New material on the Delphi Technique
- An updated and expanded chapter on the analysis of Quantitative Data
- New examples and illustrations throughout

The Good Research Guide, 6th edition is a valuable resource for anyone conducting social

research including those in applied areas such as business studies, health studies, nursing, education, social work, policy studies, marketing, media studies and criminology. "Denscombe's The Good Research Guide, now in its 6th edition, continues to be one of the leading books in the field. It covers the topics a student or practitioner doing a research project needs to know from project design, theoretical underpinnings of research, data collection and analysis to writing up your research. Its accessible and practical approach means that it is an excellent resource for those new to undertaking independent research." Liam Foster, Senior Lecturer in Social Policy and Social Work, Sheffield University, UK "Martyn Denscombe's text continues to remain core reading for

those undertaking small pieces of research and those who need to gain a firm grounding in the principles of research theory and practice. From deciding on a research approach to the process of writing up, this finely balanced edition offers a comprehensive and detailed guide to the research cycle. Pragmatic, and with the needs of the researcher always in mind, it makes social science research accessible, undaunting, and, what's more, a completely possible, stimulating, and enjoyable endeavour." Yunis Alam, Faculty of Social Sciences, University of Bradford, UK "The Good Research Guide provides a comprehensive view of the complex strategies and approaches of conducting social research, explained in simple terms. Relevant examples and

check lists provided in each section not only helps to gain better understanding but also reflect on one's own research. This book has tremendously helped me to gain knowledge and understanding of complex research strategies. It will provide clear guidance and direction for students and researchers in their research journey to achieve success." Deborah Ebenezer, Research Student "I think the book has a very good précis of areas relevant to the title. It outlines very well in a logical order the elements pertinent to 'social research'. Each chapter is relatively comprehensive and deals with subject material that is important, in a language that is accessible throughout. It does what it says on the tin and provides practical information and guidance as a 'how to'

text' for those needing help with this type of research project. In particular I think the checklists are an excellent chapter ending to help plan and bring into sharp focus what is needed for any particular approach. The within chapter examples are excellent and help to further inform the reader what the author is trying to convey. Chapter links help further embed concepts and show how the various research elements may be associated. Overall an excellent introductory text that embodies a no-nonsense approach to a subject that can be at times complex. By breaking down topic areas and giving simple examples the subject is eminently accessible to the reader. Well done!" Stephen Pearson, Senior Lecturer in Human and Applied Physiology, School of Health

Sciences, University of Salford, UK "This new edition provides comprehensive guidance to those undertaking small-scale social research projects including dissertations in business and management and the social sciences and I would recommend its use for all those new to research and also to refresh the thinking of those with prior research experience. Part 1 addresses a range of strategies for social research including surveys, sampling, case studies, experiments, ethnography, the life course perspective, grounded theory, action research, phenomenology, systematic review and mixed methods. There are few texts which address research strategies in such a comprehensive manner. The text develops in Part 2 by providing clear

guidance on the selection and use of appropriate methods of data collection such as questionnaires, interviews, observation and documentary analysis, taking into account the aims and objective of the research project. Part 4 considers both quantitative and qualitative data analysis with Part 4 providing essential information on research ethics, the reporting of research and on the conduct and presentation of the literature review essential to all research projects. I have no hesitation in commending this text for use by undergraduate and post-graduate students as well as those undertaking research projects independent of an academic programme." Dr. Bobby Mackie, Senior Lecturer, School of Business and Enterprise, University of

the West of Scotland, UK

Introduction to Social Research *Scientific e-Resources*

The present book of basics for the social researcher provides a sound and well-structured framework for the pursuit of serious and result-oriented research. It reiterates, in ordered and logical sequence, the steps that are required to be taken by the researcher so that he successfully plans, conducts, implements and concludes a plan of action for the study he decides on. From a discussion of the key concepts, the book guides the reader into the intricacies of the sociological methods, and subsequently the hypothesis, the research design, and the sociological data. It explains in clear terms the methods of data collection,

namely, the questionnaire, the interview, the sample poll, etc. The author has not merely collected them from various sources and arranged them systematically but has also enlivened them with his interesting style of writing. The book is intended for the research scholar and academician in social sciences and will prove to be of great assistance in the methodology of research.

Practice of Social Research

Social Work Perspective

Since the publication of first edition of this book, social research in general and social work research in particular, have grown very rapidly. Today, social science research methodology has evolved to

become highly scientific and diverse in nature. Practice of Social Research very precisely describes the basics of social research but the primary focus of the book is on the applicability of research methods in social work theory and practice. Social work research has a unique role to play in enabling social work students, educators, and practitioners to meet the growing demands of higher professional standards and accountability. The book aims to enhance social work practice-a scientific practice-by using various research methods, tools, and techniques. Key features of this revised edition include: a section on 'Determination of Sample Size'; a detailed inquiry into computer applications in data processing and

analysis through SPSS software; and a discussion about 'Hypotheses, ' along with examples. This book will prove a valuable guide for both academics and practitioners in the social work profession. The clear, accessible style will make this the ideal introductory text for those studying research for the first time. [Subject: Social Work, Sociology, Research Studies]

The Practice of Social Research
Cengage Learning

The Thirteenth Edition of Babbie's THE PRACTICE OF SOCIAL RESEARCH gives students the tools they need to apply research concepts practically, as both researchers and consumers. Known as the gold standard for research methods, the book offers a comprehensive,

straightforward introduction to the field of research as practiced by social scientists. Babbie emphasizes the research process by showing students how to design and construct projects, introducing the various observation modes in use today, and answering questions about research methods--such as how to conduct online surveys and analyze both qualitative and quantitative data. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Essential Mathematics for Political and Social Research
Cambridge University Press

This 2006 book addresses the comprehensive introduction to the

mathematical principles needed by modern social scientists.

The Practice of Social Research

Cengage Learning

Known throughout academia as the gold standard of research methods texts, THE PRACTICE OF SOCIAL RESEARCH, 12th Edition, is a comprehensive, straightforward introduction to the field of research as practiced by social scientists. This best-selling text emphasizes the research process by showing students how to design and construct projects, introducing the various observation modes in use today, and answering questions about research methods--such as how to conduct online surveys and analyze both qualitative and quantitative data. THE PRACTICE OF

SOCIAL RESEARCH gives students the tools they need to apply research concepts practically, as both researchers and consumers. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Survey Research

The Basics SAGE

This book focuses on small-scale quantitative surveys studying the relationships between variables. After showing the central place of the quantitative survey in social science research methodology, it then takes a simple model of the survey, describes its elements and gives a set of steps and guidelines for implementing each

element.

Marriages, Families, and Relationships: Making Choices in a Diverse Society *Cengage Learning*

This best-selling text on marriages, families, and relationships combines a rigorous scholarly and applied approach with a theme especially relevant to today's dynamic global environment: making choices in a diverse society. The authors use an engaging narrative to create a highly readable text that offers insightful perspectives on the diversity of our modern society, including different ethnic traditions and family forms. The balanced presentation discusses a variety of theoretical perspectives (e.g., family ecology, structure-functional, interaction-

constructionist, family systems, biosocial), emphasizing both social structure and the importance of individual agency, choice, and decision-making. Students are encouraged to question assumptions and reconcile conflicting ideas and values as they make informed choices in their own lives. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Social Research

The Basics *SAGE*

This is a general and integrated introduction to qualitative and quantitative research design, data collection and analysis in the social

sciences field and includes comprehensive and practical instruction (including screenshots) on the use of analysis software.

Research Basics

Design to Data Analysis in Six Steps

SAGE Publications

Research Basics: Design to Data Analysis in Six Steps offers a fresh and creative approach to the research process based on author James V. Spickard's decades of teaching experience. Using an intuitive six-step model, readers learn how to craft a research question and then identify a logical process for answering it. Conversational writing and multi-disciplinary examples illuminate the model's simplicity and power,

effectively connecting the "hows" and "whys" behind social science research. Students using this book will learn how to turn their research questions into results.

Research Design and Methods

An Applied Guide for the Scholar-Practitioner *SAGE Publications*

Research Design and Methods: An Applied Guide for the Scholar-Practitioner by Gary J. Burkholder, Kimberley A. Cox, Linda M. Crawford, and John H. Hitchcock, is written for students seeking advanced degrees who want to use evidence-based research to support their practice. This practical and accessible text addresses the foundational concepts of research design

and methods; provides a more detailed exploration of designs and approaches popular with graduate students in applied disciplines; covers qualitative, quantitative, and mixed-methods designs; discusses ethical considerations and quality in research; and provides guidance on writing a research proposal.

Designing Social Research

A Guide for the Bewildered *SAGE Publications*

Using everyday jargon-free language, *Designing Social Research* guides you through the jungle of setting up a research study. Ian Greener provides guidance on how to practically plan your research and helps you to understand the underpinning methodological

principles that should inform your decisions about the methods you plan to use. It will help you to assess the appropriateness of a range of methods and to understand the strengths and limitations of different approaches to research. Greener highlights key debates in the field, both philosophical and practical, and presents them in such a way that they remain constantly relevant to research practice. Coverage includes framing an effective research question/problem; examining the jargon of social research; the links between theory, methodology and method; the role of literature reviewing in research design; managing and planning the research process; sampling; qualitative designs; quantitative designs; mixed methods designs and data analysis.

Basic Research Methods

An Entry to Social Science Research

SAGE Publishing India

This book offers a comprehensive and well-rounded view of research as a tool for problem-solving in the wide range of the social sciences. It is built on the foundation of philosophical pragmatism, postulating that the value of knowledge and research methodologies lie in their usefulness in engaging with the real world. The book synthesizes both positivist and non-positivist methodologies. It is meant for students who are undertaking their first research course or project. The techniques, while basic in nature, are used in many masters and doctoral research studies. The book uses engaging language, real-

life examples from various subject areas and follows an inductive approach. With the help of this book, from an experiential base, students should be able to build a more advanced conceptual and theoretical understanding of research through further reading and practice. This book discusses a policy-applied-pure-action model of research covering both quantitative and qualitative methods for case study, survey and experimental designs. It pays considerable attention to measurement principles and to data analysis techniques that make practical use of Microsoft Excel for analysis of both words and numbers. It includes a building block approach to writing, as well as the author's thoughts on application of research in the real world.

Basics of Qualitative Research

Techniques and Procedures for Developing Grounded Theory *SAGE Publications, Incorporated*

The Second Edition of this best-selling textbook continues to offer immensely practical advice and technical expertise that will aid researchers in analyzing and interpreting their collected data, and ultimately build theory from it. The authors provide a step-by-step guide to the research act. Full of definitions and illustrative examples, the book presents criteria for evaluating a study as well as responses to common questions posed by students of qualitative research.

Aging, the Individual, and Society *Cengage Learning*

Updated throughout with relevant new examples, research, and photos, *AGING, THE INDIVIDUAL, AND SOCIETY*, Tenth Edition, brings a social problems approach to the interdisciplinary study of gerontology. This accessible text combines academic research with an empathetic view of the lives of older people to involve students emotionally and intellectually in the material. Activities offer many opportunities for experiential learning. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Why Research Methods Matter

Melvin & Leigh, Publishers

This concise resource provides practical

applications of why research methods are important for public administrators, who do not routinely perform data analysis, but often find themselves having to evaluate and make important decisions based on data analysis and evaluative reports they receive. It is also intended as a supplemental text for research methods courses at the graduate level and upper division undergraduate level. *Why Research Methods Matter* is essential reading for current and future managers in the public sector who seek to become savvy consumers of research.

The Logic of Social Research
University of Chicago Press

Arthur L. Stinchcombe has earned a reputation as a leading practitioner of

methodology in sociology and related disciplines. Throughout his distinguished career he has championed the idea that to be an effective sociologist, one must use many methods. This incisive work introduces students to the logic of those methods. *The Logic of Social Research* orients students to a set of logical problems that all methods must address to study social causation. Almost all sociological theory asserts that some social conditions produce other social conditions, but the theoretical links between causes and effects are not easily supported by observation. Observations cannot directly show causation, but they can reject or support causal theories with different degrees of credibility. As a result, sociologists have created four main types of methods that

Stinchcombe terms quantitative, historical, ethnographic, and experimental to support their theories. Each method has value, and each has its uses for different research purposes.

Accessible and astute, *The Logic of Social Research* offers an image of what sociology is, what it's all about, and what the craft of the sociologist consists of.