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Chapter 5: Basics of Social Research. Neuman: Social Research Methods 7th Edition. STUDY. PLAY. Conceptualization. The process of carefully thinking through a construct's meaning. Operationalization. Links a conceptual definition to a specific set of measurement techniques or procedures.

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W. Lawrence Neuman is the author of Social Research Methods (3.79 avg rating, 231 ratings, 23 reviews, published 1991), Understanding Research (3.38 avg ...

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