

## Essentials of Social Research



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*Very good e-book and helpful one. It is among the most awesome publication we have read. Its been developed in an remarkably simple way in fact it is simply right after i finished reading this book through which basically transformed me, affect the way i really believe.*  
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Open University Press. Paperback. Book Condition: New. Paperback. 240 pages. Dimensions: 9.3in. x 6.7in. x 0.7in. 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...

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