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A Gentle Guide to Research Methods

By Gordon Rugg, Marian Petre

Open University Press. Paperback. Book Condition: new. BRAND NEW, A Gentle Guide to Research Methods, Gordon Rugg, Marian Petre, IF YOU ARE ABOUT TO DO A RESEARCH PROJECT, THEN THIS IS THE IDEAL GUIDE FOR YOU. A Gentle Guide to Research Methods explains what research is, and guides you through choosing and using the method best suited to your needs, with detailed examples from a wide range of disciplines. It also gives you practical "nuts and bolts" advice about how to avoid classic problems and how to get the most out of your project. Written in a down-to-earth and highly accessible style, this unique book provides an overview of the "big picture" of research and of how this links to practical details. It covers the whole process of conducting research, including: Choosing a research topic and research design Data collection methods Data analysis and statistics Writing up The authors also provide invaluable advice about planning your research so that it can help you with your career plans and life aspirations. Drawing on numerous examples from student projects, A Gentle Guide to Research Methods will guide you through your project towards a happy ending.



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