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The SAGE Handbook of Organizational Research Methods provides a rich resource for organizational researchers, locating the technical aspects of organizational research in the wider context of the relevant personal, epistemological, theoretical, historical, ethical, and political issues. David Buchanan and Alan Bryman have gathered together many of the world's leading writers on theory, method, and analysis in organizational research and have made this the most comprehensive and cutting-edge volume in this ever-growing field. First published in 1988. Routledge is an imprint of Taylor & Francis, an informa company. This extremely popular text is the complete introduction to doing business research and is the ideal guide for students embarking on a research project. The authors have extensively revised this sixth edition to make it the most engaging and relevant text available. New chapters on quantitative methods and visual research offer extensive coverage of these areas and even greater practical support in applying these techniques, while cutting-edgematerial on inclusivity and bias in research, feminist perspectives, and decolonial and indigenous

research is also introduced. 'Student experience' features provide practical tips, presenting personal insights and advice from fellow students to help you avoid common mistakes and follow others' successful strategies when undertaking your own research project. For the sixth edition, the 'Research in Focus' features provide a greater global range of examples, including new case studies from China, Denmark, Germany, Spain, and India, all of which demonstrate how fascinating and essential research can be. Above all else, the book places strong emphasis on those challenges faced most frequently by students, such as choosing a research question, planning a project, and writing it up. Presenting essential topics in a concise way, *Business Research Methods* will provide you with key information without becoming overwhelming: it is now even clearer, more focused, and more relevant than ever before. The e-book offers a mobile experience and convenient access: www.oxfordtextbooks.co.uk/ebooks This book is accompanied by the following online resources: For students Video tutorials covering SPSS, Nvivo, R, and Stata. Self-test multiple choice questions with answer feedback Research project guide Video interviews with students and lecturers Links to additional resources (articles, data repositories, and third-party guides) Guide to using Excel in data analysis Flashcard glossary For lecturers PowerPoint presentations Additional case studies Discussion questions Lecturer's guide (includes suggested lecture outlines, problem-spotting, and practical teaching tips) Test bank containing multiple choice questions Figures from the text

Kazdin's text is a notable contrast to the quantitative methodology approach that pervades the biological and social sciences. The methodology in *Single-Case Research Designs* focuses on a widely applicable methodology for evaluating interventions, such as treatment, or psychotherapy, using applied behavior analysis. However, this revision aims to encompass a broader range of research areas that utilize single-case designs. The text will convey the pertinence of this research methodology to disciplines ranging from psychology and medicine to business and industry. The first edition of this book, which was published in 1982, still sells a steady amount of copies today. The fact that professors continue to use the first edition of this book more than twenty years after it was published is a testament to the quality of information, organization, and narrative throughout the text. The possibility of a revision has professors excited that they can expose their students to a well-written, clear, and updated text that will reflect the current status of single-case research. *How to do your Social Research Project or Dissertation* provides a straight-talking, easy-to-navigate, and reassuring guide to support final-year social science undergraduates. Uniquely shaped by real social science undergraduates from a range of institutions, the book includes their advice to help you through with what can be a daunting, but rewarding stage of

your degree. From the look and feel of the book, to the development of the chapter content and the advice it provides, students have been involved at every stage of the book's development to ensure it is focused on what's important to you. Expert advice from real supervisors across the subject disciplines in the 'Working with your supervisor' feature also helps you to make the most of research supervision, and learn from the experience of real researchers in your chosen field. By providing anecdotes, words of wisdom, scenarios, or simply reminders, hints, and tips on how best to prepare for meetings, and communicate effectively, How to do your Social Research Project or Dissertation is the most complete guide to facilitate the student-supervisor working relationship. Dedicated chapters cover all the typical stages of a research project or dissertation in the social sciences, while their carefully constructed structure allows you to quickly and efficiently navigate the content. Throughout the book, you'll focus on three key questions: 'What do I need to know?', 'What do I need to think about?' and 'What do I need to do?'. In so doing, each chapter gives you a clear and direct checklist of actions as you progress through your dissertation or research project, keeping you organized, motivated, and confident. The book's online resources include a wealth of free-to-access materials, including: DT Author-led videos for each chapter of the book focussing on key areas of social research including supervision, thinking up research questions and ethical challenges in social research among others. DT Student videos focussing on key issues in undertaking a research project or dissertation and how these have been overcome. DT 'Finding your Way' research pitfalls and how to avoid them. DT General dissertation template. DT Good and bad examples of various research tools: questionnaires, interview questions, observation plans. DT Good and bad examples of extracts from literature reviews. DT Downloadable research checklist. DT Further reading/research suggestions, broken down by chapter. DT A list of links to online time-management tools. DT Research plan templates. DT Links to freely available datasets. DT Tips on increasing your sample size. DT SPSS/NVIVO links/resources. DT Interactive activity to help narrow down research topics. DT Mind-mapping tool. DT Interactive editing exercise to practise writing-up, and making efficient use of word count. Social Research Methods, second Canadian edition, provides students with the conceptual building blocks and essential tools for conducting quantitative and qualitative research. Tackling complex, subtle, and methodological issues in ways that require reflection rather than regurgitation, the text challenges students to think freely, critically, and creatively. This new second edition includes updated information on sampling software, enhanced discussion of historical context and feminist methodology, and a new introductory chapter that reflects fascinating and controversial issues within the

discipline. *Social Research Methods* illuminates fundamental concepts in a way that will engage the Canadian student. The book provides the reader with an understanding of the importance of research design and its place in the research process; describes the main types of research designs in social research; explains the logic and purposes of design to enable students to evaluate particular research strategies; equips students with the design skills to operate in real-world research situations. First published in 2004. Routledge is an imprint of Taylor & Francis, an informa company.

Systematic self-observation is a valuable research method to gather information about those social actions that are hidden, restricted or subjective. "Absolutely splendid . . . essential for understanding why there is so much bad thinking in political life right now." —David Brooks, *New York Times*

***How to Think* is a contrarian treatise on why we're not as good at thinking as we assume—but how recovering this lost art can rescue our inner lives from the chaos of modern life. As a celebrated cultural critic and a writer for national publications like *The Atlantic* and *Harper's*, Alan Jacobs has spent his adult life belonging to communities that often clash in America's culture wars. And in his years of confronting the big issues that divide us—political, social, religious—Jacobs has learned that many of our fiercest disputes occur not because we're doomed to be divided, but because the people involved simply aren't thinking. Most of us don't want to think. Thinking is trouble. Thinking can force us out of familiar, comforting habits, and it can complicate our relationships with like-minded friends. Finally, thinking is slow, and that's a problem when our habits of consuming information (mostly online) leave us lost in the spin cycle of social media, partisan bickering, and confirmation bias. In this smart, endlessly entertaining book, Jacobs diagnoses the many forces that act on us to prevent thinking—forces that have only worsened in the age of Twitter, "alternative facts," and information overload—and he also dispels the many myths we hold about what it means to think well. (For example: It's impossible to "think for yourself.") Drawing on sources as far-flung as novelist Marilynne Robinson, basketball legend Wilt Chamberlain, British philosopher John Stuart Mill, and Christian theologian C.S. Lewis, Jacobs digs into the nuts and bolts of the cognitive process, offering hope that each of us can reclaim our mental lives from the impediments that plague us all. Because if we can learn to think together, maybe we can learn to live together, too. The fourth edition has an even stronger emphasis on concepts and applications, with greater attention to "real data" both in the examples and exercises. The mathematics is still downplayed, in particular probability, which is all too often a stumbling block for students. On the other hand, the text is not a cookbook. Reliance on an overly simplistic recipe-based approach to statistics is not the route to good statistical**

practice. Changes in the Fourth Edition: Since the first edition, the increase in computer power coupled with the continued improvement and accessibility of statistical software has had a major impact on the way social scientists analyze data. Because of this, this book does not cover the traditional shortcut hand-computational formulas and approximations. The presentation of computationally complex methods, such as regression, emphasizes interpretation of software output rather than the formulas for performing the analysis. The text contains numerous sample printouts, mainly in the style of SPSS and occasional SAS, both in chapter text and homework problems. This edition also has an appendix explaining how to apply SPSS and SAS to conduct the methods of each chapter and a website giving links to information about other software. Managerial Epidemiology: Practice, Methods and Concepts offers the most comprehensive overview of the practical application of epidemiology to managerial problems in public and private healthcare settings. The author's broad-based, holistic approach makes this a unique text on the subject. Each chapter provides specific and practical steps with concrete examples for applying the latest epidemiological methods to analyze and solve problems in healthcare management and administration. A valuable new edition of a standard reference The use of statistical methods for categorical data has increased dramatically, particularly for applications in the biomedical and social sciences. An Introduction to Categorical Data Analysis, Third Edition summarizes these methods and shows readers how to use them using software. Readers will find a unified generalized linear models approach that connects logistic regression and loglinear models for discrete data with normal regression for continuous data. Adding to the value in the new edition is:

- Illustrations of the use of R software to perform all the analyses in the book
- A new chapter on alternative methods for categorical data, including smoothing and regularization methods (such as the lasso), classification methods such as linear discriminant analysis and classification trees, and cluster analysis
- New sections in many chapters introducing the Bayesian approach for the methods of that chapter
- More than 70 analyses of data sets to illustrate application of the methods, and about 200 exercises, many containing other data sets
- An appendix showing how to use SAS, Stata, and SPSS, and an appendix with short solutions to most odd-numbered exercises

Written in an applied, nontechnical style, this book illustrates the methods using a wide variety of real data, including medical clinical trials, environmental questions, drug use by teenagers, horseshoe crab mating, basketball shooting, correlates of happiness, and much more. An Introduction to Categorical Data Analysis, Third Edition is an invaluable tool for statisticians and biostatisticians as well as methodologists in the social and behavioral sciences, medicine and

public health, marketing, education, and the biological and agricultural sciences. In this, the latest in the People and Plants series, plant conservation is described in the context of livelihoods and development, and ways of balancing the conservation of plant diversity with the use of plants and the environment for human benefit are discussed. A central contention in this book is that local people must be involved if conservation is to be successful. Also examined are ways of prioritizing plants and places for conservation initiatives, approaches to in situ and ex situ conservation, and how to approach problems of unsustainable harvesting of wild plants. Roles for botanists, foresters, sociologists, development workers and others are discussed. This book acts as a unifying text for the series, integrating case studies and methodologies considered in previous volumes and pointing out in a comprehensive, accessible volume the valuable lessons to be learned. The recent growth of interest in the systematic study of management has transformed a once neglected area of research into one that now attracts a huge number of postgraduate students. Despite this, there has been a distinct lack of research guides tailored specifically for management studies. Designed as a comprehensive introduction to the main phases of a research project, this textbook fills that void. It leads students from the very first stage of initiation through to final publication, considering the nature of research skills and the fundamental elements of the research process, whilst exploring the institutional context in which management research is carried out. Taking current debates and the surrounding philosophical and strategic issues in hand, this book combines the key theories with the best practical advice to offer a completely rounded introduction to the topic. It includes guidance and specific reference to real management research projects, as well as case examples, activities and further reading lists, and is essential reading for anyone undertaking a management studies research project. Adopting a coherent and student-friendly format, this book offers an encyclopaedic introduction to social research methodology, and considers a broad range of qualitative and quantitative methods to help students identify and evaluate the best approach for their research needs. The methods of a modern backer. Alan Potts is a full-time professional punter, who makes a steady and lucrative income from gambling. In this book, he reveals, for the first time, the techniques and methods that consistently give him the edge over bookmakers. Anyone who bets on horses will find valuable insights on how to become - and stay - a winner. Text accompanied by a companion web site. Now in its fourth Canadian edition, Social Research Methods remains the go-to research guide for undergraduates in the social sciences. Offering practical, step-by-step advice, the authors take readers through all stages of the processes involved in both quantitative and qualitative research, from formulating questions,

choosing methods, and recruiting participants to analyzing the data and writing up the results. Clear, comprehensive, and trusted, Bryman's *Social Research Methods* has guided over a quarter of a million students through their research methods course and student research project. The thoroughly updated sixth edition offers unrivalled coverage of quantitative, qualitative, and mixed methods with renewed focus and a fresh, modern feel. The authors have worked closely with lecturers and students in thoroughly updating the sixth edition to reflect the current social science landscape, and carefully streamlining content to make it relevant and appealing to today's students. As a result, the text's comprehensive coverage - which includes many new examples and additional material on areas such as social media research and big data - is now even clearer, more focused, and easier to navigate.

NEW TO THIS EDITION Thoroughly but sensitively updated by three new authors. Dr Tom Clark, Dr Liam Foster, and Dr Luke Sloan bring specialist expertise and have worked closely with students and lecturers to build on Alan Bryman's impressive legacy. Extensively streamlined to provide even more focused coverage of the key aspects of social research, with adjustments made throughout to improve clarity and aid navigation. A clean, attractive new design makes the material easier than ever to read and use. Coverage - including citations and real research examples - has been broadened to better reflect the concerns and contexts of the book's geographically diverse, multi-disciplinary readership. Discussions of feminist perspectives have also been updated to highlight wider issues relating to marginalised groups and power dynamics in research, and inclusive, ethical practices are consistently endorsed. New material on recent developments within social research, including social media research and big data, has been embedded throughout and the numerous examples of real research have been thoroughly updated. In new 'Learn from experience' boxes, recent social science graduates from across the UK and Europe share their experiences of conducting a student research project. These candid accounts will inspire readers and help them to avoid common pitfalls and emulate successful approaches. Expanded digital resources now include a 'research process in practice' simulation, answers to the end-of-chapter questions, videos from the new 'Learn from experience' graduate panel, and screencast tutorials covering the data analysis software packages SPSS, Nvivo, R, and Stata. This title is available as an eBook. Please contact your Learning Resource Consultant for more information. 'Appreciative users of this volume will be students, faculty, and researchers in academic, special, and large public libraries, for whom it is recommended' - *Library Journal*

'The compilers of this impressive, unique work claim it "brings together, in one place, authoritative essays on virtually all social science methods topics, both quantitative and qualitative" - a claim examination supports. More

than 400 contributors from the US and abroad present approximately 1,000 comprehensive, in-depth, well-referenced entries that vary in length from 50 to 2,500 words. The attractively designed and produced volumes, 1,351 total pages, consist of easily legible text and figures, the front matter occupying 46 pages and the index 40.... This defining work will be valuable to readers and researchers in social sciences and humanities at all academic levels. As a teaching resource it will be useful to instructors and students alike and will become a standard reference source. Essential for general and academic collections' - Choice SAGE Reference is proud to announce The SAGE Encyclopedia of Social Science Research Methods, a three-volume resource that is a first of its kind, developed by the leading publisher of social science research methods books and journals. This unique multi-volume reference set offers readers an all-encompassing education in the ways of social science researchers. Written to be accessible to general readers, entries do not require any advanced knowledge or experience to understand the purposes and basic principles of any of the methods. The Encyclopedia features two major types of entries: definitions, consisting of a paragraph or two, which provide a quick explanation of a methodological term; and topical treatments or essays, discussing the nature, history, application/example and implication of using a certain method. Also included are suggested readings and references for future study. To help provide a more complete explanation than is often achieved within the scope of a single article, key terms and concepts appear in small capital letters to refer readers to related terms explained elsewhere. In addition to epistemological issues that influence the nature of research questions and assumptions, The SAGE Encyclopedia of Social Science Research Methods tackles topics not normally viewed as part of social science research methodology, from philosophical issues such as poststructuralism to advanced statistical techniques. In covering the full range of qualitative and quantitative data analyses, this key reference offers an integrated approach that allows the reader to choose the most appropriate and robust techniques to apply to each situation. Many entries treat traditional topics in a novel way, stimulating both interest and new perspectives. One example is the entry Econometrics, by Professor Damodar Gujarati. Following a process which many educators preach but seldom practice, Gujarati walks the reader twice through the research process from economic theory to data and models to analysis, once in principle and a second time with an example. In using the ordinary process of economic research to achieve an extraordinary impact, he leaves the reader thinking not only about methods and models but also the fundamental purpose of econometrics. Topics Covered: - Analysis of Variance - Association and Correlation - Basic Qualitative Research - Basic Statistics - Causal Modeling (Structural

Equations) - Discourse/Conversation Analysis - Econometrics - Epistemology - Ethnography - Evaluation - Event History Analysis - Experimental Design - Factor Analysis and Related Techniques - Feminist Methodology - Generalized Linear Models - Historical/Comparative - Interviewing in Qualitative Research - Latent Variable Model - Life History/Biography - Loglinear Models (Categorical Dependent Variables) - Longitudinal Analysis - Mathematics and Formal Models - Measurement Level - Measurement Testing and Classification - Multiple Regression - Multilevel Analysis - Qualitative Data Analysis - Sampling in Surveys - Sampling in Qualitative Research - Scaling - Significance Testing - Simple Regression - Survey Design - Time Series

Key Features: - Over 900 entries arranged A to Z Each entry is written by a leading authority in the field, covering both quantitative and qualitative methods - Covers all disciplines within the social sciences - Contains both concise definitions and in-depth essays - Three volumes and more than 1500 pages A collection of short, accessible pieces designed to demystify the research process and show how methods are put into action. The best decisions made by public managers are based not on instinct, but on an informed understanding of what's happening on the ground. Policy may be directed by ideology, but it must also be founded on reality. The challenge of making the right decisions as a public manager is often, therefore, based on the need for rigorous, actionable research. Now in a thoughtfully revised second edition, this textbook shows students of Public Administration exactly how to use both qualitative and quantitative research techniques to give them the best chance to make the right decisions. Uniquely, Eller, Gerber, and Robinson present research methodologies through a series of real-life case studies, with each chapter exploring situations where a public manager can use research to answer specific questions, demonstrating how that research can inform future policy. Taking readers through the key concepts, from research design and sampling to interviews, survey data, and more statistical-based approaches, this new edition provides a complete guide to using research in the public and voluntary sectors. New to this edition: To better orient the student, the second edition is thematically arranged. Five sections, each with a short essay, provide not only previews of the content of each section, but more importantly guide the reader through how the concepts and techniques covered relate to real-world use and application. A new chapter on applied quantitative analyses has been added to offer coverage of several commonly-used and valuable analytic techniques for decision making for policy and management: benefit-cost analysis, risk assessment, and forecasting. The second edition is accompanied by online materials containing suggested course plans and sample syllabi, PowerPoint lecture slides, and student support materials to illustrate the application of key concepts and analytic

techniques. Each chapter also includes discussion questions, class exercises, end of chapter review questions, and key vocabulary to provide students with a range of further tools to apply research principles to practical situations. Advances in Mixed Methods Research provides an essential introduction to the fast-growing field of mixed methods research. Bergman's book examines the current state of mixed-methods research, exploring exciting new ways of conceptualizing and conducting empirical research in the social and health sciences. Contributions from the world's leading experts in qualitative, quantitative, and mixed methods approaches are brought together, clearing the way for a more constructive approach to social research. These contributions cover the main practical and methodological issues and include a number of different visions of what mixed methods research is. The discussion also covers the use of mixed methods in a diverse range of fields, including sociology, education, politics, psychology, computational science and methodology. This book represents an important contribution to the ongoing debate surrounding the use of mixed methods in the social sciences and health research, and presents a convincing argument that the conventional, paradigmatic view of qualitative and quantitative research is outdated and in need of replacement. It will be essential reading for anyone actively engaged in qualitative, quantitative and mixed methods research and for students of social research methods. Manfred Max Bergman is Chair of Methodology and Political Sociology at the University of Basel. The SAGE Handbook of Social Research Methods is a must for every social-science researcher. It charts the new and evolving terrain of social research methodology, covering qualitative, quantitative and mixed methods in one volume. The Handbook includes chapters on each phase of the research process: research design, methods of data collection, and the processes of analyzing and interpreting data. The volume maintains that there is much more to research than learning skills and techniques; methodology involves the fit between theory, research questions research design and analysis. The book also includes several chapters that describe historical and current directions in social research, debating crucial subjects such as qualitative versus quantitative paradigms, how to judge the credibility of types of research, and the increasingly topical issue of research ethics. The Handbook serves as an invaluable resource for approaching research with an open mind. This volume maps the field of social research methods using an approach that will prove valuable for both students and researchers. Features a step-by-step method for parents that experience problems with their children; discusses seven myths of parenting; and offers advice for solving common issues with children in different age groups, from toddlers to adolescents. This book illuminates the problems and perspectives of qualitative research and offers

researchers a comprehensive overview of the various types of . Robert Stebbins addresses an area of social science that receives scant attention: exploration as a methodological process. The author emphasises its importance then leads the reader through the process in a highly readable way. This major inter-disciplinary collection, edited by two of the best respected figures in the field, provides a superb general introduction to this subject. Chapters include discussions of fieldwork methodology, analyzing discourse, the advantages and pitfalls of team approaches, the uses of computers, and the applications of qualitative data analysis for social policy. Shrewd and insightful, the collection will be required reading for students of the latest thinking on research methods. A comprehensive guide to puppetry explains how to design, construct and use marionettes and hand, rod, and shadow puppets made from a variety of materials. Originally published in 1987. This book comprises a critical exposition of the thoughts on metaphysics of the major philosophers of the tradition. It introduces the ideas of these philosophers to students but is of interest to teachers as well. The author begins with a survey of the metaphysical writings of Plato, Aristotle, Berkeley, Leibniz and Bradley, clarifying throughout the relation of their methods and results to those of science. He follows this with a careful study of the critical attitudes to metaphysics espoused by Kant, Wittgenstein and the Logical Positivists. In the final section he scrutinizes the attempts by Collingwood, Wisdom and Lazerowitz to rehabilitate metaphysics. Business Research Methods is the complete introduction to doing business research and is an ideal guide for students embarking on a research project. Developed specifically with business and management students in mind, this textbook explores the nature and purpose of business research and the issues it entails, while also providing students with practical advice through "Tips and skills" boxes. In addition to a broad range of relevant examples, the book features a substantial discussion of ethics, and a strong emphasis on the most frequent challenges faced by students, such as choosing a research question, planning a project, and writing it up. Fresh voices and perspectives run throughout this edition. New author, Bill Harley, further internationalizes the book's coverage, based on his expertise in the Australian business and management context. Also hear from Amrit, Jordan, Anna, Ed, and Alex - an additional five students whose personal insights and advice in the "student experience" feature help you avoid common mistakes, and follow their successful strategies when undertaking your own research project. This edition has been extensively revised, updated, and streamlined. Coverage of E-Research is now woven throughout the entire book to reflect the centrality of internet-based research methods. The book is accompanied by a suite of online resources that include: For students: * Multiple choice questions * Research Project

guide * Interviews with students * Data sets * Using Excel in data analysis (in Excel)* Web linksFor lecturers:* Test bank* Discussion questions* PowerPoint slides * Lecturer's guide * Case studies * Figures and plates from the text* VLE cartridge

An adaptation of 'Social Research Methods' by Alan Bryman, this volume provides a comprehensive introduction to the area of business research methods. It gives students an assessment of the contexts within which different methods may be used and how they should be implemented. Showcasing methodological rigour and state-of-the-art methods as hallmarks of modern international business (IB) research, this book offers a collection of the most relevant and highly cited research methods articles from the Journal of International Business Studies (JIBS). Each piece is accompanied by a new Commentary written by experts in the field; some also include Further Reflections by the original authors. Encompassing both qualitative and quantitative approaches, this comprehensive volume explores research design, testing and reporting, as well as specific methodological issues such as endogeneity, common method variance, and theorising from case studies. With recommendations for best practices relating to interaction effects, hypothesis testing, and replicability, this book is a unique and up-to-date reference source on the latest research methods and practices in international business. The book will also be essential reading for those studying any sub-discipline of IB research, including international economics, entrepreneurship, finance, management and marketing. An adaptation of 'Social Research Methods' by Alan Bryman, this volume provides a comprehensive introduction to the area of business research methods. It gives students an assessment of the contexts within which different methods may be used and how they should be implemented.

Present Knowledge in Food Safety: A Risk-Based Approach Through the Food Chain presents approaches for exposure-led risk assessment and the management of changes in the chemical, pathogenic microbiological and physical (radioactivity) contamination of 'food' at all key stages of production, from farm to consumption. This single volume resource introduces scientific advances at all stages of the production to improve reliability, predictability and relevance of food safety assessments for the protection of public health. This book is aimed at a diverse audience, including graduate and post-graduate students in food science, toxicology, microbiology, medicine, public health, and related fields. The book's reach also includes government agencies, industrial scientists, and policymakers involved in food risk analysis. Includes new technologies such as nanotechnology, genetic modification, and cloning Provides information on advances in pathogen risk assessment through novel and real-time molecular biological techniques, biomarkers, resistance measurement, and cell-to-cell communication in the gut Covers the role of the microbiome and

the use of surrogates (especially for viruses) Content analysis is a complex research methodology. This book provides an accessible text for upper level undergraduates and graduate students, comprising step-by-step instructions and practical advice. Now in its third Canadian edition, the market-leading Social Research Methods is an engaging and straightforward introduction to conducting quantitative and qualitative research in the social sciences. Building on the success of previous editions, the authors deftly guide students through all aspects of the research process, while providing useful tips on how to effectively collect, analyze, and interpret data, and disseminate those findings to others. With a brand new chapter on ethics and extensive updates throughout, this new edition continues to be an essential guide to the conceptual foundations, methodological approaches, and practical skills necessary for successful social research.

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