
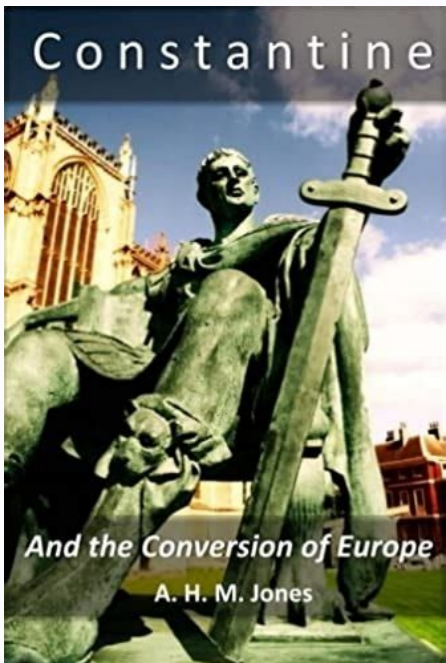
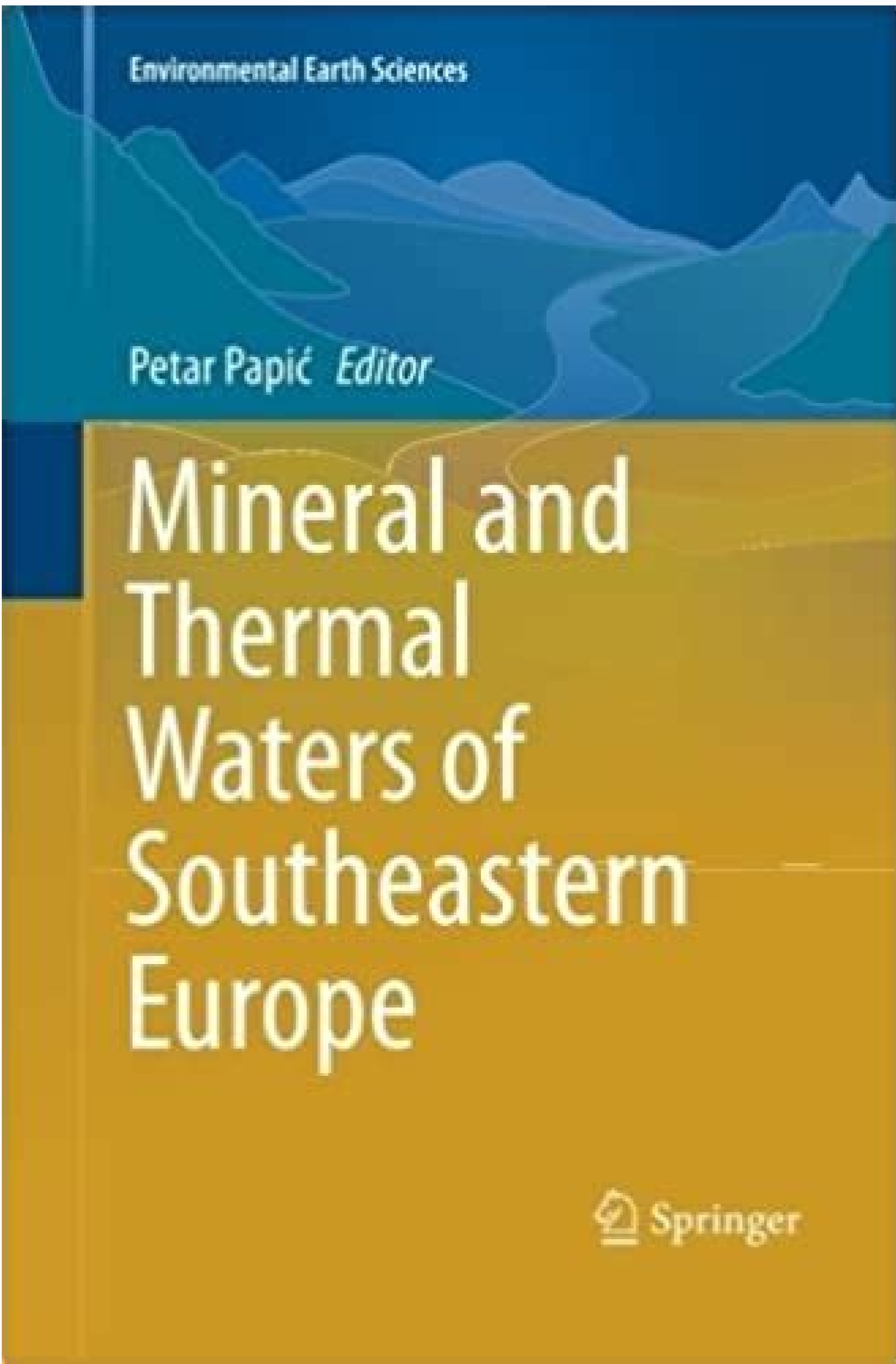


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Types of Surveys: Advantages and Disadvantages. The Meanings of Methodology. 2. Analytic Strategies for Qualitative Data. PART V. The valuepack ISBN for ordering this text plus the Student SPSS software 11.0 is 0-205-38456-0. Data Collection Techniques Used. Positivist Social Science. Covers "Writing a literature review" and "Ethics" early in Chapter 5. Chapter 3, "Theory and Research," helps students with no prior coursework in social theory understand the importance of theory and its connection to research. 15. 8. Appendix D: Measurement Theory. Qualitative and Quantitative Measurement. New! ContentSelect Research Database for Sociology: A searchable online database of 25,000+ full-text articles from key academic journals and popular magazines and newspapers. In chapter 1, there are separate descriptions and examples of the steps in the research process for quantitative and qualitative approaches, to underscore some of the fundamental differences. Experimental Research. Concludes with a chapter on writing a research report. Contains many explanatory diagrams and interesting examples drawn from scholarly literature. Comparing Methods of Data Analysis. Lawrence Neuman, University of Wisconsin, Whitewater This highly regarded text presents a comprehensive and balanced introduction to both qualitative and quantitative approaches to social research, emphasizing the benefits of combining various approaches. 16. About 2/3 of example studies have been replaced with more recent research. Social Theory versus Ideology. Practical Considerations. Data and Evidence in Historical Context. K12 Educators: Contact your Savvas Learning Company Account General Manager for purchase options. Each chapter contains "Introduction" and "Conclusion." Preface. Discusses the social and historical context of research, and teaches students to recognize ethnocentric perspectives and the assumptions, values, and beliefs of their own society. 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Feminist and Postmodern Research. Qualitative Design Issues. Appendix on Evaluation Research help students see how to apply research in practical settings. Appendix A: American Sociological Association Code of Ethics. Observing and Collecting Data. Includes practice tests, additional exercises, and an open link to research articles in the ContentSelect Research Database for Sociology. Examples and diagrams have been updated throughout. QUALITATIVE DATA COLLECTION AND ANALYSIS. Concludes with a chapter on writing a research report. Parts of the Measurement Process. 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 Presents a more balanced coverage of qualitative and quantitative methods than any other book on the market, and illustrates how the greatest benefit often comes from combining various approaches. Covers Writing a literature review and ethics early in Chapter 5. Incorporates feminist and postmodernist theories in the "Meaning of Methodologies" chapter (Ch. 4). 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Alternatives to Social Science Research What Research Involves: A Scientific Approach Varieties of Social Research Steps in the Research Process Why Learn How to Conduct Social Research? Chapter 2 What Are the Major Types of Social Research? Use and Audience of Research Purpose of Research Within or Across Case Single or Multiple Points in Time Data Collection Techniques Chapter 3 Theory and Research What Is Theory? Social Theory versus Ideology The Parts of Theory Chapter 4 The Meanings of Methodology Philosophical Foundations The Three Approaches Positivist Social Science Interpretative Social Science Critical Social Science Feminist and Postmodern Research Chapter 5 How to Review the Literature and Conduct Ethical Studies The Literature Review Ethics in Social Research Part II Planning and Preparation Chapter 6 Strategies of Research Design Triangulation Qualitative and Quantitative Orientations Toward Research Qualitative Design Issues Quantitative Design Issues Chapter 7 Qualitative and Quantitative Measurement The Need for Measurement Quantitative and Qualitative Measurement The Measurement Process Reliability and Validity A Guide to Quantitative Measurement Scales and Indexes Chapter 8 Qualitative and Quantitative Sampling Reasons for Sampling Sampling Strategies Part III Quantitative Data Collection and Analysis Chapter 9 Experimental Research Appropriate Techniques A Short History of the Experiment Random Assignment Experimental Design Logic Internal and External Validity Practical Considerations Results of Experimental Research: Making Comparisons A Word on Ethics Chapter 10 Survey Research A History of Survey Research The Logic of Survey Research Construction of the Questionnaire Types of Surveys: Advantages and Disadvantages Survey Interviewing The Ethical Survey Chapter 11 Nonreactive Research and Secondary Analysis Nonreactive Measurement Content Analysis Existing Statistics/Documents and Secondary Analysis Secondary Analysis of Survey Data Issues of Inference and Theory Testing Ethical Concerns Chapter 12 Analysis of Quantitative Data Dealing with Data Results with One Variable Results with Two Variables More than Two Variables Inferential Statistics Part IV Qualitative Data Collection and Analysis Chapter 13 Field Research and Focus Group Research Understanding Field Research The Field Research Interview Data Quality Ethical Dilemmas of Field Research Focus Group Research Chapter 14 Analysis of Qualitative Data Comparison of Methods of Data Analysis Coding and Concept Formation Analytic Strategies for Qualitative Data Other Techniques Part V Communicating with Others Chapter 15 Writing the Research Report and the Politics of Social Research The Research Report The Politics of Social Research Objectivity and Value Freedom Bibliography Name Index Subject Index Show order information for Pearson offers special pricing when you package your text with other student resources. Dimensions of Research. Optional student workbook provides additional research exercises. Ethics in Social Research. Analysis of Quantitative Data. Expanded discussion of experimental research and centrality of theory in experimental studies Several chapters now begin with a study that is referred to throughout the chapter as an illustration Organization of in-text boxes into major types and improved graphic diagrams More emphasis on study reporting-presentation and researcher roles as a part of the overall process of doing social research. Connect with us to learn more. Appendix C: Sample of Data Archives and Resources. Key terms are called out and defined in boxes at the bottom of the pages where they appear, for easier study and review. The Field Research Interview. Internal and External Validity. W. Qualitative and Quantitative Measurement. Student workbook can be packaged with the book at a considerable discount! The value pack ISBN for ordering this text plus the discounted student workbook is 0-205-36885-9. If you're interested in creating a cost-saving package for your students, contact your Pearson rep. PART IV. Neuman ©2013 | Pearson | 608 pp Format Paper ISBN-13: 9781292020235 Suggested retail price £57.99 Availability This title is out of print. Qualitative and Quantitative Orientations Toward Research. The Literature Review and Ethical Concerns. Results with Two Variables.

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