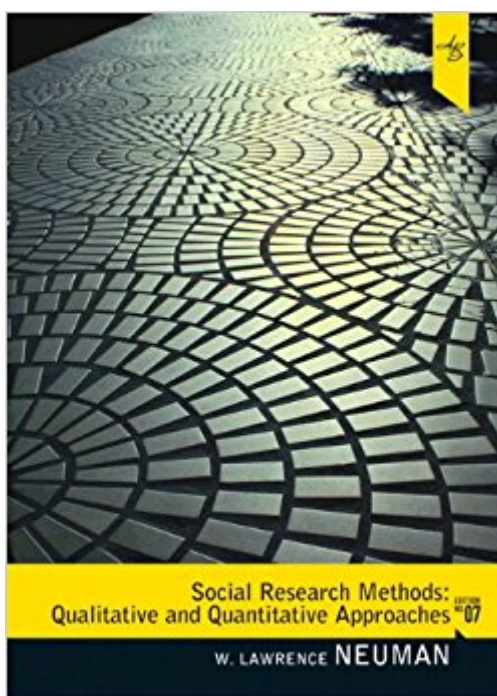


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Social Research Methods: Qualitative And Quantitative Approaches (7th Edition)



Synopsis

Social Research Methods: Qualitative and Quantitative Methods 7e is a highly regarded text that presents a comprehensive and balanced introduction to both qualitative and quantitative approaches to social research with an emphasis on the benefits of combining various approaches.

Book Information

Hardcover: 640 pages

Publisher: Pearson; 7 edition (October 15, 2009)

Language: English

ISBN-10: 0205615961

ISBN-13: 978-0205615964

Product Dimensions: 7.2 x 1.5 x 9.2 inches

Shipping Weight: 2.1 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 20 customer reviews

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Customer Reviews

This highly regarded text present a comprehensive and balanced introduction to both qualitative and quantitative approaches to social research, emphasizing the benefits of combining various approaches. Dozens of new examples from actual research studies help illustrate concepts and methods.

W. Lawrence Neuman James is professor of sociology and Asian Studies coordinator at University of Wisconsin-Whitewater. His M.A. and Ph.D. were earned at the University of Wisconsin-Madison. He has authored seven books and published 35 articles and book chapters, which have appeared in Social Problems, Sociological Inquiry, Social Science Quarterly, American Sociological Review, Critical Asian Studies, Teaching Sociology, The Journal of Contemporary Asia, Sociological Quarterly, and other journals. He is a former president of the Wisconsin Sociological Association. Neuman has received his university's highest award for research, the Chancellor's Award for service to students with disabilities, as well as the the Wisconsin Sociological Association's Outstanding Service Award, and the College of Letters

and Sciences awards for outstanding teaching, excellence in research, and outstanding service.

The author brilliantly lays out the history and framework of social research. Multiple dimensions of social research methods are covered in this text, primarily the methodology behind qualitative and quantitative approaches. Also covered are topics on data measurement, theory, sampling, the literature review, and research report writing. Understanding and making sense of the material is made easier if the reader has statistical knowledge. This book is a spectacular resource and will be staying on my shelf for future reference even when I am out of graduate school (Masters in Public Administration student).

This book is chock full of information which for the most part is easy for the lay person to understand. It has the best Index I have ever seen which is helpful if you are one that needs to refer back on concepts.

Rental was great--super convenient, easy, and awesome. The book was a snoozefest though--so unnecessarily wordy.

If a reader needs a step by step discussion of every aspect of a Sociological study, how to construct it, what interview method would be best and why, etc, then this is a great introduction.

Good and informative.

THIS WAS THE BEST

Very good book

This book is filled with very important training material for any new researcher. Very well written--a good choice by my instructor.

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