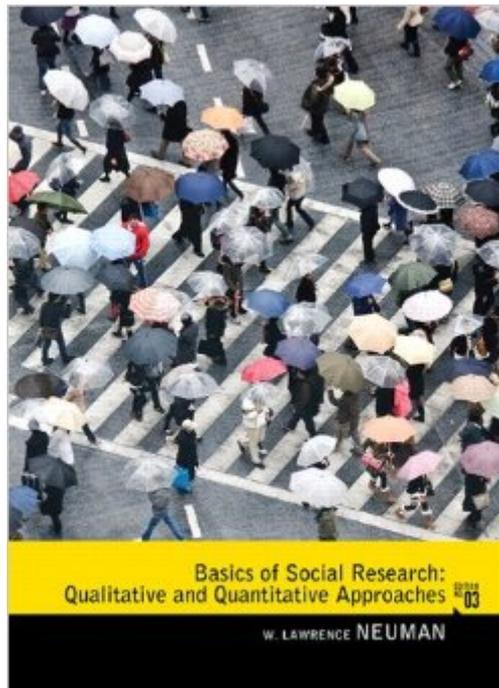


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# Basics Of Social Research: Qualitative And Quantitative Approaches (3rd Edition)



## Synopsis

Preparing students to do research and understand what research can do. **Basics of Social Research** helps students understand what research can and cannot do, become better consumers of research, and learn why properly conducted research is important. This text teaches students to be better consumers of research results and understand how the research enterprise works, preparing them to conduct small research projects. Upon completing this text, students will gain an awareness of the capabilities and restrictions of research, and learn why properly conducted research is important. Using clear, accessible language and examples from real research, this text discusses both qualitative and quantitative approaches to social research, emphasizing the benefits of combining various approaches.

**Learning Goals** Upon completing this book, readers should be able to:

- Recognize that social research is simultaneously a very important enterprise and one that is not beyond you — you can understand it
- Become better consumers and understand what research can and cannot do
- Learn how to properly conducted research
- Acquire a foundation for further learning about doing research and understand that this activity requires dedication, creativity, and mature judgment

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## Customer Reviews

I am not a fan of this book so far. Granted I have not read it cover to cover yet. But I have had to

read quite a few chapters throughout the book (and still have more). The first thing I noticed was that it is very amateurish. Yes, I understand it is the BASICS of social research, but it is entirely too basic. The author spends too much time defining terms that I learned in 3rd grade and had drilled into my head ever since. I (and I would expect other college and graduate students) do not need to have "hypothesis" and "theory" defined for me once again with long explanations as to what these terms mean. Maybe I am not the best person to review it. I am on my second masters degree (this is for my graduate level research methods class) and I have had two research methods classes already (one in undergrad and one in my last grad program). Despite that, I think that it would be amateurish and not much help for any college or graduate student, but especially graduate students. Maybe if someone was in a lower level research methods class it would be of help. If I later decide I am wrong, and find something helpful in here, I will update this review.

I needed Basics of Social Research for my Sociology class. The book has a lot of useful information in it. I am learning how to write Social research papers using the Scientific Method. I would recommend this text book to anyone who does a lot of Social Research.

I would rather gouge my eyes out than read another page of this book. His writing style is so convoluted, I feel like you could learn more by reading a summary of each chapter. Many of his definitions for terms are just the terms itself. Many of his examples (there is an example in almost every paragraph as well as large example boxes on a majority of pages) are long winded and detract from the flow of the terminology and concepts presented. For every one important idea he presents, there are 9 ideas of benign minutiae. If you're in a class where the teacher is using this book. Drop the class or pick a different teacher because if they find this useful in the teaching of sociology, their teaching skills are questionable in my opinion.

This book was required for a college course and I thought that all the info in it pertained to the lessons. I can also help with other Sociology classes when doing research and writing papers. Also, it was a great price!

I'm taking classes online and I needed to find cheap books and this was the perfect way to go. The book was in great condition considering that I bought it used. I will buy more books from them.

This is one of the easiest textbooks I have ever read or bought. With a subject like research

methods, I expected boring. It is worth the money spent.

Excellent for subject matter, although quite pithy. Does a nice job of explaining hard-to-grasp theories.

Provides a good basic overview of social research, with particular attention to qualitative measures.

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