

Quantitative Methods An Introduction For Business Management

Presents a comprehensive introduction to analysing quantitative linguistic data. Starting with an definition of quantitative data, and how it differs from qualitative data, Seb Rasinger examines what the student linguist is trying to find out through analysing data, and how quantitative techniques can help arrive at meaningful and accurate conclusions. This expanded, 2nd edition now also includes a discussion of Analysis of Variance (ANOVA) and MANOVA, and provides a brief introduction to statistical meta-analysis. A companion website allows readers to download crib sheets and Excel templates for the main statistical tools. The book introduces: -using statistics -variables -reliability of data -describing data -analysing data -testing hypotheses -dealing with problematic data. Each chapter includes graphs and figures explaining theory through worked examples, chapter summaries, and exercises to aid student understanding. An appendix containing a summary of statistical formulae, excel commands and statistical tables is included and is an invaluable resource. Presenting a down-to-earth and readable introduction to quantitative research, this book is a useful how-to guide for students encountering quantitative data for the first time, or for postgraduates embarking on linguistic research projects.

'Introduction to Social Research' presents the essential elements of both qualitative and quantitative approaches for conducting empirical research in the social sciences.

This accessible and authoritative introduction is essential for education students and researchers needing to use quantitative methods for the first time. Using datasets from real-life educational research and avoiding the use of mathematical formulae, the author guides students through the essential techniques that they will need to know, explaining each procedure using the latest version of SPSS. The datasets can also be downloaded from the book's website, enabling students to practice the techniques for themselves. This revised and updated second edition now also includes more advanced methods such as log linear analysis, logistic regression, and canonical correlation. Written specifically for those with no prior experience of quantitative research, this book is ideal for education students and researchers in this field. Introduction to Quantitative Research Methods is a student-friendly introduction to quantitative research methods and basic statistics. It uses a detective theme throughout the text and in multimedia courseware to show how quantitative methods have been used to solve real-life problems. The book focuses on principles and techniques that are appropriate to introductory level courses in media, psychology and sociology. Examples and illustrations are drawn from historical and contemporary research in the social sciences. The multimedia courseware provides tutorial work on sampling, basic statistics, and techniques for seeking information from databases and other sources. The statistics modules can be used as either part of a detective games or directly in teaching and learning. Brief video lessons in SPSS, using real datasets, are also a feature of the CD-ROM. Why would you choose Introduction to Quantitative Research Methods - It is theoretical, providing a concise overview of issues of quantitative research. - It is practical, providing case studies that exemplify the different ways of research is conducted in the social sciences (ranging from psychology to sociology, politics and media). - It is educational, providing practical vignettes, and chapter highlights for revision. - It is integrative, producing a typology of different ways of conducting quantitative research methods. - It is international, providing case studies from a range of countries. - It is innovative, providing multimedia tutorials on generic research and statistical skills. - It is clear, concise and accessible.

An accessible introduction to the essential quantitative methods for making valuable business decisions Quantitative methods-research techniques used to analyze quantitative data-enable professionals to organize and understand numbers and, in turn, to make good decisions. Quantitative Methods: An Introduction for Business Management presents the application of quantitative mathematical modeling to decision making in a business management context and emphasizes not only the role of data in drawing conclusions, but also the pitfalls of undiscerning reliance of software packages that implement standard statistical procedures. With hands-on applications and explanations that are accessible to readers at various levels, the book successfully outlines the necessary tools to make smart and successful business decisions. Progressing from beginner to more advanced material at an easy-to-follow pace, the author utilizes motivating examples throughout to aid readers interested in decision making and also provides critical remarks, intuitive traps, and counterexamples when appropriate. The book begins with a discussion of motivations and foundations related to the topic, with introductory presentations of concepts from calculus to linear algebra. Next, the core ideas of quantitative methods are presented in chapters that explore introductory topics in probability, descriptive and inferential statistics, linear regression, and a discussion of time series that includes both classical topics and more challenging models. The author also discusses linear programming models and decision making under risk as well as less standard topics in the field such as game theory and Bayesian statistics. Finally, the book concludes with a focus on selected tools from multivariate statistics, including advanced regression models and data reduction methods such as principal component analysis, factor analysis, and cluster analysis. The book promotes the importance of an analytical approach, particularly when dealing with a complex system where multiple individuals are involved and have conflicting incentives. A related website features Microsoft Excel® workbooks and MATLAB® scripts to illustrate concepts as well as additional exercises with solutions. Quantitative Methods is an excellent book for courses on the topic at the graduate level. The book also serves as an authoritative reference and self-study guide for financial and business professionals, as well as readers looking to reinforce their analytical skills.

Solutions Manual to accompany Introduction to Quantitative Methods in Business: With Applications Using Microsoft Office Excel Many statements made by historians are quantitative statements, involving the use of measurable historical evidence. The historian who uses quantitative methods to analyse and interpret such information needs to be well acquainted with the particular methods and techniques of analysis and to be able to make the best use of the data that are available. There is an increasing need for training in such methods and in the interpretation of the large volume of literature now using quantitative techniques. Dr Floud's text, which is relevant to all branches of historical inquiry, provides a straightforward and intelligible introduction for all students and research workers. The simpler and more useful techniques of descriptive and analytical statistics are described, up to the level of simple linear regression. Historical examples are used throughout, and great attention is paid to the need to ensure that the techniques are consistent with the quality of the data and with the historical problems they are intended to solve. Attention is paid to problems of the analysis of time series, which are of particular use to historians. No previous knowledge of statistics is assumed, and the simple mathematical techniques that are used are fully and clearly explained, without the use of more mathematical knowledge than is provided by an O-level course. A bibliography is provided to guide historians towards the most useful further reading. This student friendly text was first published in 1973.

Guides readers through the quantitative data analysis process including contextualizing data within a research situation, connecting data to the appropriate statistical tests, and drawing valid conclusions Introduction to Quantitative Data Analysis in the Behavioral and Social Sciences presents a clear and accessible introduction to the basics of quantitative data analysis and focuses on how to use statistical tests as a key tool for analyzing research data. The book presents the entire data analysis process as a cyclical, multiphase process and addresses the processes of exploratory analysis, decision-making for performing parametric or nonparametric analysis, and practical significance determination. In addition, the author details how data analysis is used to reveal the underlying patterns and relationships between the variables and connects those trends to the data's contextual situation. Filling the gap in quantitative data analysis literature, this book teaches the methods and thought processes behind data analysis, rather than how to perform the study itself or how to perform individual statistical tests. With a clear and conversational style, readers are provided with a better understanding of the overall structure and methodology behind performing a data analysis as well as the needed techniques to make informed, meaningful decisions during data

analysis. The book features numerous data analysis examples in order to emphasize the decision and thought processes that are best followed, and self-contained sections throughout separate the statistical data analysis from the detailed discussion of the concepts allowing readers to reference a specific section of the book for immediate solutions to problems and/or applications. Introduction to Quantitative Data Analysis in the Behavioral and Social Sciences also features coverage of the following:

- The overall methodology and research mind-set for how to approach quantitative data analysis and how to use statistics tests as part of research data analysis
- A comprehensive understanding of the data, its connection to a research situation, and the most appropriate statistical tests for the data
- Numerous data analysis problems and worked-out examples to illustrate the decision and thought processes that reveal underlying patterns and trends
- Detailed examples of the main concepts to aid readers in gaining the needed skills to perform a full analysis of research problems
- A conversational tone to effectively introduce readers to the basics of how to perform data analysis as well as make meaningful decisions during data analysis

Introduction to Quantitative Data Analysis in the Behavioral and Social Sciences is an ideal textbook for upper-undergraduate and graduate-level research method courses in the behavioral and social sciences, statistics, and engineering. This book is also an appropriate reference for practitioners who require a review of quantitative research methods. Michael J. Albers, Ph.D., is Professor in the Department of English at East Carolina University. His research interests include information design with a focus on answering real-world questions, the presentation of complex information, and human-information interaction. Dr. Albers received his Ph.D. in Technical Communication and Rhetoric from Texas Tech University.

Focusing on research designs for projects that collect both qualitative and quantitative data, this practical book discusses strategies for bringing qualitative and quantitative methods together so that their combined strengths accomplish more than is possible with a single method. The approach is broadly interdisciplinary, reflecting the interest in mixed methods research of social scientists from anthropology, communication, criminal justice, education, evaluation, nursing, organizational behavior, psychology, political science, public administration, public health, sociology, social work, and urban studies. In contrast to an "anything goes" approach or a naïve hope that "two methods are better than one," the author argues that projects using mixed methods must pay even more attention to research design than single method approaches. The book's practical emphasis on mixed methods makes it useful both to active researchers and to students who intend to pursue such a career.

"Princeton University Press published Imai's textbook, *Quantitative Social Science: An Introduction*, an introduction to quantitative methods and data science for upper level undergrads and graduates in professional programs, in February 2017. What is distinct about the book is how it leads students through a series of applied examples of statistical methods, drawing on real examples from social science research. The original book was prepared with the statistical software R, which is freely available online and has gained in popularity in recent years. But many existing courses in statistics and data sciences, particularly in some subject areas like sociology and law, use STATA, another general purpose package that has been the market leader since the 1980s. We've had several requests for STATA versions of the text as many programs use it by default. This is a "translation" of the original text, keeping all the current pedagogical text but inserting the necessary code and outputs from STATA in their place"--

Quantitative Methods for Business has been thoroughly revised and updated for this 5th edition, and continues to provide a simple and practical introduction to an area that students can find difficult. The book takes a non-threatening approach to the subject, avoiding excessive mathematics and abstract theory. It shows how to apply quantitative ideas to the real problems faced by managers. The book includes numerous exercises and examples that help students understand the relevance of quantitative ideas to business. Assuming no previous knowledge, the text provides complete coverage for a first course in quantitative methods.

Quantitative Methods An Introduction for Business Management John Wiley & Sons

Whilst the 'health sciences' are a broad and diverse area, and includes public health, primary care, health psychology, psychiatry and epidemiology, the research methods and data analysis skills required to analyse them are very similar. Moreover, the ability to appraise and conduct research is emphasised within the health sciences – and students are expected increasingly to do both. *Introduction to Research Methods and Data Analysis in the Health Sciences* presents a balanced blend of quantitative research methods, and the most widely used techniques for collecting and analysing data in the health sciences. Highly practical in nature, the book guides you, step-by-step, through the research process, and covers both the consumption and the production of research and data analysis. Divided into the three strands that run throughout quantitative health science research – critical numbers, critical appraisal of existing research, and conducting new research – this accessible textbook introduces:

- Descriptive statistics
- Measures of association for categorical and continuous outcomes
- Confounding, effect modification, mediation and causal inference
- Critical appraisal
- Searching the literature
- Randomised controlled trials
- Cohort studies
- Case-control studies
- Research ethics and data management
- Dissemination and publication
- Linear regression for continuous outcomes
- Logistic regression for categorical outcomes.

A dedicated companion website offers additional teaching and learning resources for students and lecturers, including screenshots, R programming code, and extensive self-assessment material linked to the book's exercises and activities. Clear and accessible with a comprehensive coverage to equip the reader with an understanding of the research process and the practical skills they need to collect and analyse data, it is essential reading for all undergraduate and postgraduate students in the health and medical sciences.

Fully updated and carefully revised, this new 2nd edition of *History by Numbers* still stands alone as the only textbook on quantitative methods suitable for students of history. Even the numerically challenged will find inspiration. Taking a problem-solving approach and using authentic historical data, it describes each method in turn, including its origin, purpose, usefulness and associated pitfalls. The problems are developed gradually and with narrative skill, allowing readers to experience the moment of discovery for each of the interpretative outcomes. Quantitative methods are essential for the modern historian, and this lively and accessible text will prove an invaluable guide for anyone entering the discipline.

Introduction to Research Methods in Psychology, second edition, provides clear, comprehensive and innovative coverage

of quantitative and qualitative research methods for psychology students throughout their studies. In this essential text for psychology students, the research process is broken down into manageable steps to equip students with the skills to ask intelligent research questions, carry out a literature review, choose an appropriate research design, carry out data collection and write up their findings. Throughout the book research examples are discussed which offer an insight into how research advances our understanding in areas such as forensic, social, educational, and abnormal psychology. Quantitative Methods for Business: The A-Z of QM will enable readers to: *Appreciate the significance of quantitative methods for businesses and the study of business *Understand and apply a wide range of quantitative techniques *Select appropriate quantitative techniques for data analysis, problem solving and decision making *Interpret and communicate the results of quantitative analysis

The updated Fourth Edition of Gretchen B. Rossman and Sharon F. Rallis's popular introductory text leads the new researcher into the field by explaining the core concepts through theory, research, and applied examples. Woven into the chapters are three themes that are the heart of the book: first, research is about learning; second, research can and should be useful; and finally, a researcher should practice the highest ethical standards to ensure that a study is trustworthy. The Fourth Edition includes an elaborate discussion of systematic inquiry as well as a nuanced discussion of developing a conceptual framework.

A practical guide to using modern software effectively in quantitative research in the social and natural sciences. This book offers a practical guide to the computational methods at the heart of most modern quantitative research. It will be essential reading for research assistants needing hands-on experience; students entering PhD programs in business, economics, and other social or natural sciences; and those seeking quantitative jobs in industry. No background in computer science is assumed; a learner need only have a computer with access to the Internet. Using the example as its principal pedagogical device, the book offers tried-and-true prototypes that illustrate many important computational tasks required in quantitative research. The best way to use the book is to read it at the computer keyboard and learn by doing. The book begins by introducing basic skills: how to use the operating system, how to organize data, and how to complete simple programming tasks. For its demonstrations, the book uses a UNIX-based operating system and a set of free software tools: the scripting language Python for programming tasks; the database management system SQLite; and the freely available R for statistical computing and graphics. The book goes on to describe particular tasks: analyzing data, implementing commonly used numerical and simulation methods, and creating extensions to Python to reduce cycle time. Finally, the book describes the use of LaTeX, a document markup language and preparation system.

This fourth edition of Introduction to Research Methods is a practical guide to the main quantitative and qualitative research methods in statistics. Burns demystifies complex theories and methodologies, minimising mathematical notation.'

Written in a lecture format with solved problems at the end of each chapter, this book surveys quantitative modeling and decision analysis techniques. It serves to familiarize the reader with quantitative techniques utilized in planning and optimizing complex systems, as well as students experiencing the subject for the first time. It can be used by students of business and public administration without a background in calculus as well as engineers with significant scientific training. It allows the reader to comprehend the material through examples and problems and also demonstrates the value and shortcomings of many methods. Quantitative Analysis: An introduction developed out of the author's experience teaching the material to students at the University of California Los Angeles, California State University, Northridge, and the University of Southern California, Los Angeles.

Quantitative Research for the Qualitative Researcher is a concise, supplemental text that provides qualitatively oriented students and researchers with the requisite skills for conducting quantitative research. Throughout the book, authors Laura M. O'Dwyer and James A. Bernauer provide ample support and guidance to prepare readers both cognitively and attitudinally to conduct high quality research in the quantitative tradition. Highlighting the complementary nature of quantitative and qualitative research, they effectively explain the fundamental structure and purposes of design, measurement, and statistics within the framework of a research report, (including a dissertation). The text encourages the reader to see quantitative methodology for what it is? a process for systematically discovering new knowledge that can help describe, explain, and predict the world around us.

Updated to reflect changes that have occurred in health care and human service research since the first edition, Introduction to Research: Understanding and Applying Multiple Strategies, 2nd edition, recognizes and values multiple research strategies. It proposes that naturalistic and experimental-type research strategies have equal value and contribute in complementary and distinct ways to a science of practice. Knowledge of these different research traditions presents new opportunities for addressing the complex research questions that are emerging as a consequence of today's constantly changing health care and human service environments.

Covering the general process of data analysis to finding, collecting, organizing, and presenting data, this book offers a complete introduction to the fundamentals of data analysis. Using real-world case studies as illustrations, it helps readers understand theories behind and develop techniques for conducting quantitative, qualitative, and mixed methods data analysis. With an easy-to-follow organization and clear, jargon-free language, it helps readers not only become proficient data analysts, but also develop the critical thinking skills necessary to assess analyses presented by others in both academic research and the popular media. It includes advice on: - Data analysis frameworks - Validity and credibility of data - Sampling techniques - Data management - The big data phenomenon - Data visualisation - Effective data communication Whether you are new to data analysis or looking for a quick-reference guide to key principles of the process, this book will help you uncover nuances, complexities, patterns, and relationships among all types of data.

Quantitative Methods for Second Language Research introduces approaches to and techniques for quantitative data analysis in second language research, with a primary focus on second language learning and assessment research. It takes a conceptual, problem-solving approach by emphasizing the understanding of statistical theory and its application to research problems while paying less attention to the mathematical side of statistical analysis. The text discusses a range of common statistical analysis techniques, presented and illustrated through applications of the IBM Statistical Package for Social Sciences (SPSS) program. These include tools for descriptive analysis (e.g., means and percentages) as well as inferential analysis (e.g., correlational analysis, t-tests, and analysis of variance [ANOVA]). The text provides conceptual explanations of quantitative methods through the use of examples, cases, and published studies in the field. In addition, a companion website to the book hosts slides, review exercises, and answer keys for each chapter as well as SPSS files. Practical and lucid, this book is the ideal resource for data analysis for graduate students and researchers in applied linguistics.

Quantitative Methods in Linguistics offers a practical introduction to statistics and quantitative analysis with data sets drawn from the field and coverage of phonetics, psycholinguistics, sociolinguistics, historical linguistics, and syntax, as well as probability distribution and quantitative methods. Provides balanced treatment of the practical aspects of handling quantitative linguistic data Includes sample datasets contributed by researchers working in a variety of sub-disciplines of linguistics Uses R, the statistical software package most commonly used by linguists, to discover patterns in quantitative data and to test linguistic hypotheses Includes student-friendly end-of-chapter assignments and is accompanied by online resources at available in the 'Downloads' section, below

The very word 'statistics' is enough to induce panic or cynicism in most people's hearts. The necessity of studying statistics is often regarded by students as a test of endurance rather than an educational opportunity. Working With Statistics is aimed to show such an audience that studying statistics can be both involving and even pleasurable. By minimising specialist terminology and by utilising an authentic set of research data, the book provides a readable introduction into the uses of quantitative methods in social research. It also provides an argument for the value of such methods and aims to provide students with a working knowledge of computing, relating this directly to the demands of statistical analysis. The book offers a lucid and comprehensive guide to statistics methods, and is suitable as an overall text for courses in the subject.

Quantitative methodology is a highly specialized field. This handbook is intended to introduce applied statisticians, empirical researchers & graduate students to the broad array of state-of-the-art quantitative methodologies in the social sciences. This exciting new core textbook offers a clear and practical introduction to quantitative methods, taking a project-based approach. The author's extensive knowledge and straightforward writing style ensure that students are steered through the process step-by-step, from developing research questions and preparing data for analysis, to explaining how to present data in appropriate formats, avoid bias, and write up results and reports. Featuring a comprehensive pedagogical framework and companion website, readers are encouraged to follow practice analyses as they go, with examples given in both SPSS and Excel, and templates are provided for students' own research. In addition to covering the research project, chapters also cover the essential mathematical and statistical analyses that are a logical consequence of posing a quantitative research methods question. This is the perfect text for all social science students studying introductory modules on quantitative methods, research methods or statistics at undergraduate or postgraduate level. It also functions as an effective guide for undergraduate and postgraduate students faced with an independent research project.

This book presents a cogent description of the main methodologies used in derivatives pricing. Starting with a summary of the elements of Stochastic Calculus, Quantitative Methods in Derivatives Pricing develops the fundamental tools of financial engineering, such as scenario generation, simulation for European instruments, simulation for American instruments, and finite differences in an intuitive and practical manner, with an abundance of practical examples and case studies. Intended primarily as an introductory graduate textbook in computational finance, this book will also serve as a reference for practitioners seeking basic information on alternative pricing methodologies. Domingo Tavella is President of Octanti Associates, a consulting firm in risk management and financial systems design. He is the founder and chief editor of the Journal of Computational Finance and has pioneered the application of advanced numerical techniques in pricing and risk analysis in the financial and insurance industries. Tavella coauthored Pricing Financial Instruments: The Finite Difference Method. He holds a PhD in aeronautical engineering from Stanford University and an MBA in finance from the University of California at Berkeley.

Swaps, futures, options, structured instruments - a wide range of derivative products is traded in today's financial markets. Analyzing, pricing and managing such products often requires fairly sophisticated quantitative tools and methods. This book serves as an introduction to financial mathematics with special emphasis on aspects relevant in practice. In addition to numerous illustrative examples, algorithmic implementations are demonstrated using "Mathematica" and the software package "UnRisk" (available for both students and teachers). The content is organized in 15 chapters that can be treated as independent modules. In particular, the exposition is tailored for classroom use in a Bachelor or Master program course, as well as for practitioners who wish to further strengthen their quantitative background.

Quantitative Research Methods for Health Professionals: A Practical Interactive Course is a superb introduction to epidemiology, biostatistics, and research methodology for the whole health care community. Drawing examples from a wide range of health research, this practical handbook covers important contemporary health research methods such as survival analysis, Cox regression, and meta-analysis, the understanding of which go beyond introductory concepts. The book includes self-assessment exercises throughout to help students explore and reflect on their understanding and a clear distinction is made between a) knowledge and concepts that all students should ensure they understand and b) those that can be pursued by students who wish to do so. The authors incorporate a program of practical exercises in SPSS using a prepared data set that helps to consolidate the theory and develop skills and confidence in data handling, analysis and interpretation.

The contributors to Best Practices in Quantitative Methods envision quantitative methods in the 21st century, identify the best practices, and, where possible, demonstrate the superiority of their recommendations empirically. Editor Jason W. Osborne designed this book with the goal of providing readers with the most effective, evidence-based, modern quantitative methods and quantitative data analysis across the social and behavioral sciences. The text is divided into five main sections covering select best practices in Measurement, Research Design, Basics of Data Analysis, Quantitative Methods, and Advanced Quantitative Methods. Each chapter contains a current and expansive review of the literature, a case for best practices in terms of method, outcomes, inferences, etc., and broad-ranging examples along with any empirical evidence to show why certain techniques are better. Key Features: Describes important implicit knowledge to readers: The chapters in this volume explain the important details of seemingly mundane aspects of quantitative research, making them accessible to readers and demonstrating why it is important to pay attention to these details. Compares and contrasts analytic techniques: The book examines instances where there are multiple options for doing things, and make recommendations as to what is the "best" choice—or choices, as what is best often depends on the circumstances. Offers new procedures to update and explicate traditional techniques: The featured scholars present and explain new options for data analysis, discussing the advantages and disadvantages of the new procedures in depth, describing how to perform them, and demonstrating their use. Intended Audience: Representing the vanguard of research methods for the 21st century, this book is an invaluable resource for graduate students and researchers who want a comprehensive, authoritative resource for practical and sound advice from leading experts in quantitative methods.

An informative real-world guide to studying the "why" of human behavior Introduction to Qualitative Research Methods is a practical, comprehensive guide to the collection and presentation of qualitative data. Unique in the market, this book describes the entire research process — from design through writing — illustrated by examples of real, complete qualitative work that clearly demonstrates how methods are used in actual practice. This updated fourth edition includes all new case studies, with additional coverage of mixed methods, non-sociological settings, funding, and a sample interview guide. The studies profiled are accompanied by observation field notes, and the text includes additional readings for both students and instructors. More than just theory, this guide is designed to give you a real-world practitioner's view of how qualitative research is handled every step of the way. Many different disciplines rely on qualitative research as a method of inquiry, to gain an in-depth understanding of human

behavior and the governing forces behind it. Qualitative research asks "why" and "how," and the data is frequently complex and difficult to measure. This book shows you how to effectively handle qualitative work, regardless of where it's being applied. Understand the strengths and limitations of qualitative data Learn how experts work around common methodological issues Compare actual field notes to the qualitative studies they generated Examine the full range of qualitative methods throughout the research process Whether you're studying sociology, psychology, marketing, or any number of other fields, especially in the social and behavioral sciences, human behavior is the central concern of your work. So what drives human behavior? That's what qualitative research helps to explain. Introduction to Qualitative Research Methods gives you the foundation you need to begin seeking answers.

This timely and lucid guide is intended for students and scholars working on all historical periods and topics in the humanities and social sciences--especially for those who do not think of themselves as experts in quantification, "big data," or "digital humanities." The authors reveal quantification to be a powerful and versatile tool, applicable to a myriad of materials from the past. Their book, accessible to complete beginners, offers detailed advice and practical tips on how to build a dataset from historical sources and how to categorize it according to specific research questions. Drawing on examples from works in social, political, economic, and cultural history, the book guides readers through a wide range of methods, including sampling, cross-tabulations, statistical tests, regression, factor analysis, network analysis, sequence analysis, event history analysis, geographical information systems, text analysis, and visualization. The requirements, advantages, and pitfalls of these techniques are presented in layperson's terms, avoiding mathematical terminology. Conceived primarily for historians, the book will prove invaluable to other humanists, as well as to social scientists looking for a nontechnical introduction to quantitative methods. Covering the most recent techniques, in addition to others not often enough discussed, the book will also have much to offer to the most seasoned practitioners of quantification.

This original textbook provides a comprehensive and integrated approach to using quantitative methods in the social sciences. Thomas R Black guides the student and researcher through the minefield of potential problems that may be confronted, and it is this emphasis on the practical that distinguishes his book from others which focus exclusively on either research design and measurement or statistical methods. Focusing on the design and execution of research, key topics such as planning, sampling, the design of measuring instruments, choice of statistical text and interpretation of results are examined within the context of the research process. In a lively and accessible style, the student is introduced to research design issues alongside statistical procedures and encouraged to develop analytical and decision-making skills.

For more than 40 years, SAGE has been one of the leading international publishers of works on quantitative research methods in the social sciences. This new collection provides readers with a representative sample of the best articles in quantitative methods that have appeared in SAGE journals as chosen by W. Paul Vogt, editor of other successful major reference collections such as *Selecting Research Methods* (2008) and *Data Collection* (2010). The volumes and articles are organized by theme rather than by discipline. Although there are some discipline-specific methods, most often quantitative research methods cut across disciplinary boundaries. Volume One: Fundamental Issues in Quantitative Research Volume Two: Measurement for Causal and Statistical Inference Volume Three: Alternatives to Hypothesis Testing Volume Four: Complex Designs for a Complex World

The pioneering texts in quantitative history were written over two decades ago, but as a command of methodological context, computer experience, and statistical literacy have become increasingly important to the study of history, the need for an introductory text addressing these matters has increased. *Quantitative Methods for Historians* is a theoretical and practical guide for the application of quantitative analysis in historical research. It is designed for students of history and related disciplines who are curious about the possibilities of quantification and want to learn more about its recent development. Integrating the use of the statistical packages SAS and SPSS with the quantitative method, the authors discuss techniques for defining a problem, proceed to the building of a data set and the use of statistical methods, and conclude with the interpretation of results. The data set section concentrates on the basics of formalized research, discussing the coding process and the more complicated problems of data transformation and linkage. The statistical parts systematically build upon traditional fundamentals and introduce new analytical techniques for qualitative variables. Intended as a working introduction to quantitative methods, this guide also provides additional information on advanced statistical techniques and discusses questions of historical computing, reflecting critically on the proper role of quantitative methods.

Introduction to Research Methods: A Hands-On Approach makes learning research methods easy for students by giving them activities they can experience and do on their own. With clear, simple, and even humorous prose, this text offers students a straightforward introduction to an exciting new world of social science and behavioral research. Rather than making research seem intimidating, author Bora Pajo shows students how research can be an easy, ongoing conversation on topics that matter in their lives. Each chapter includes real research examples that illustrate specific topics that the chapter covers, guides that help students explore actual research challenges in more depth, and ethical considerations relating to specific chapter topics. 3 Reasons Why You'll Want to Read This Book 1. Conducting research can be fun when you see it in terms that relate to your everyday life. 2. Knowing how to do research will open many doors for you in your career. It will open your mind to new ideas on what you might pursue in the future (e.g., becoming an entrepreneur, opening your own nongovernmental organization, or running your own health clinic), and give you an extra analytic skill to brag about in your job interviews. 3. Understanding research will make you an educated consumer. You will be able to evaluate the information before you and determine what to accept and what to reject. Truth be told, understanding research will save you money in the short and long term*. *From Chapter 1 of *Introduction to Research Methods: A Hands-On Approach*

This textbook offers an essential introduction to survey research and quantitative methods. Building on the premise that statistical methods need to be learned in a practical fashion, the book guides students through the various steps of the survey research process and helps to apply those steps toward a real example. In detail, the textbook introduces students to the four pillars of survey research and quantitative analysis: (1) the importance of survey research, (2) preparing a survey, (3) conducting a survey and (4) analyzing a survey. Students are shown how to create their own questionnaire based on some theoretically derived hypotheses to achieve empirical findings for a solid dataset. Lastly, they use said data to test their hypotheses in a bivariate and multivariate realm. The book explains the theory, rationale and mathematical foundations of these tests. In addition, it provides clear instructions on how to conduct the tests in SPSS and Stata. Given the breadth of its coverage, the textbook is suitable for introductory statistics, survey research or quantitative methods classes in the social sciences.

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