

Research Methodology Collins And Hussey

This text provides the most comprehensive treatment of the design and analytic issues involved in group-randomized trials. GRTs are comparative studies conducted to evaluate the effect of a health promotion intervention in which the units of assignment are identifiable groups (e.g., schools, worksites) and the units of observation are members of those groups (e.g., students, workers). The book reviews the underlying issues, the most widely used research designs, and analytic strategies. There is an emphasis on mixed-model regression, with two chapters illustrating the analytic methods in SAS PROC MIXED and GLIMMIX. There is also a detailed chapter on power analysis and sample size calculation.

The concepts of cause and effect are critical to the field of program evaluation. Experimentally-designed evaluations—those that randomize to treatment and control groups—offer a convincing means for establishing a causal connection between a program and its effects. *Experimental Evaluation Design for Program Improvement* considers a range of impact evaluation questions, particularly those questions that focus on the impact of specific aspects of a program. Laura R. Peck shows how a variety of experimental evaluation design options can provide answers to these questions, and she suggests opportunities for experiments to be applied in more varied settings and focused on program improvement efforts.

In this introduction to understanding, researching and doing case studies in the social sciences, Hamel outlines several differing traditions of case study research including the Chicago School of Sociology, the anthropological case studies of Malinowski, and the French La Play school tradition. He shows how each developed, changed and has been practiced over time. Suggestions for the practice of case studies are made for the novice reader and an additional feature is the extensive bibliography on case study methods in social science to allow for further exploration of the topic.

A concise and straightforward guide for students undertaking a research project for the first time. The new edition details the entire research process, from reviewing the literature to writing up results. It features balanced and expanded coverage of collection and analysis of both qualitative and quantitative data, and new chapters on academic decision making and preparing research proposals. Students find this book very practical, as it provides the tools they need to successfully embark on research projects and applies theories to real life scenarios. It also features an excellent glossary and practical troubleshooting section which identifies potential problems and provides likely solutions. A companion website is available providing lecturer and student resources, including PowerPoint slides, datasets and interactive revision questions.

Praise for the First Edition: 'I will be recommending the book to graduate researchers at master's and doctoral level. It is a book which deserves to succeed for its honesty, clarity, and common sense' - *Leadership and Organizational Development Journal* 'An accessible relaxed style enables the authors to deal with issues that are intellectually demanding and at times controversial, encouraging the researcher to develop a self-reflexive capacity to manage research as both personal and public learning' - *Management Education and Development Journal* This Second Edition of the best-selling *Management Research* has been completely rewritten to include new kinds of problems being encountered in management research, and to incorporate the substantial methodological developments that have taken place over the last 10 years. The book draws together the main threads of both quantitative and qualitative management research and provides a bridge between theoretical and practical issues. This popular and essential introduction to the subject of management research enables students to tackle complex issues in an accessible way, offering a definite statement of basic methodologies for management research today. *Management Research* is the first step for students and researchers to develop a clear but also sophisticated position on the subject of research in business and management studies. Used by students on courses in management research methods worldwide, this new edition will continue to be an invaluable guide for all those undertaking research in and around organizations.

As marketing professionals look for ever more effective ways to promote their goods and services to customers, a thorough understanding of customer needs and the ability to predict a target audience's reaction to advertising campaigns is essential. *Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications* explores cutting-edge advancements in marketing strategies as well as the development and design considerations integral to the successful analysis of consumer trends. Including both in-depth case studies and theoretical discussions, this comprehensive four-volume reference is a necessary resource for business leaders and marketing managers, students and educators, and advertisers looking to expand the reach of their target market.

In this book the contributors introduce all the key qualitative and quantitative research methodologies and methods and draw readers into a community of researchers engaged in reflection on the research process

Business Research: A Practical Guide for Undergraduate and Postgraduate Students Macmillan International Higher Education Creating a powerful and impactful survey is no easy feat; even experienced survey researchers struggle to eliminate bias and create robust questionnaire designs. Through case studies, real-life examples, and multiple data visualization graphics, *Conducting Survey Research* offers a unique how to guide on creating a survey. Throughout its seven chapters, the text enables readers to build relevant, unbiased, and purposeful survey questions. The text highlights common mistakes in survey research (e.g., using the appropriate sample size and survey administration mode), and demonstrates how to interpret survey data and report findings. While numerous online survey platforms exist, the text reviews features of some of the most popular ones to help readers decide which best meet their needs. The world of survey research is extensive. While this text offers a great introduction to the survey research world, it only covers the tip of the iceberg. For those interested in delving deeper into the topic, JAF Associates offers onsite, on-demand, instructor-led, and self-paced learning modules covering the content of this text, and more.

Bullying has long been tolerated as a rite of passage among children and adolescents. There is an implication that individuals who are bullied must have "asked for" this type of treatment, or deserved it. Sometimes, even the child who is bullied begins to internalize this idea. For many years, there has been a general acceptance and collective shrug when it comes to a child or adolescent with greater social capital or power pushing around a child perceived as subordinate. But bullying is not developmentally appropriate; it should not be considered a normal part of the typical social grouping that occurs throughout a child's life. Although bullying behavior endures through generations, the milieu is changing. Historically, bullying has occurred at school, the physical setting in which most of childhood is centered and the primary

source for peer group formation. In recent years, however, the physical setting is not the only place bullying is occurring. Technology allows for an entirely new type of digital electronic aggression, cyberbullying, which takes place through chat rooms, instant messaging, social media, and other forms of digital electronic communication. Composition of peer groups, shifting demographics, changing societal norms, and modern technology are contextual factors that must be considered to understand and effectively react to bullying in the United States. Youth are embedded in multiple contexts and each of these contexts interacts with individual characteristics of youth in ways that either exacerbate or attenuate the association between these individual characteristics and bullying perpetration or victimization. Recognizing that bullying behavior is a major public health problem that demands the concerted and coordinated time and attention of parents, educators and school administrators, health care providers, policy makers, families, and others concerned with the care of children, this report evaluates the state of the science on biological and psychosocial consequences of peer victimization and the risk and protective factors that either increase or decrease peer victimization behavior and consequences.

This book aims to identify, understand and qualify barriers to the patient-centred knowledge sharing (KS) in interprofessional practice of Traditional Chinese Medicine (TCM) and Western Medicine (WM) healthcare professionals in Chinese hospitals. This collaboration is particularly crucial and unique to China since, contrary to Western practice, these two types of professionals actually work together complimentary in the same hospital. This study adopted a Grounded Theory approach as the overarching methodology to guide the analysis of the data collected in a single case-study design. A public hospital in central China was selected as the case-study site, at which 49 informants were interviewed by using semi-structured and evolving interview scripts. The research findings point to five categories of KS barriers: contextual influences, hospital management, philosophical divergence, Chinese healthcare education and interprofessional training. Further conceptualising the research findings, it is identified that KS is mostly prevented by philosophical and professional tensions between the two medical communities. Therefore, to improve KS and reduce the effects of the identified barriers, efforts should be made targeted at resolving both types of tensions. The conclusion advocates the establishment of national policies and hospital management strategies aimed at maintaining equality of the two medical communities and putting in place an interprofessional common ground to encourage and facilitate communication and KS.

Comprehensive, current and compelling, a winning combination for any research student or practitioner interested in increasing his/her knowledge about qualitative methods as they apply to business research' - The Qualitative Report Covering all the major qualitative approaches in business studies (including case study research, ethnography, narrative inquiry, discourse analysis, grounded theory and action research), this practical how-to guide shows how qualitative methods are used within management, marketing, organizational studies and accounting. Within each approach, the authors consider crucial issues such as framing the research, generating research questions, getting access, collecting empirical materials, reporting the results and evaluating the research. Original case studies drawn from around the world are included throughout to demonstrate the practical applications of the methods discussed.

Welcome to the proceedings of the Seventh International Conference of the UK Systems Society being held at York University, United Kingdom from July 7th to 10th, 2002. It is a pleasure to be able to share with you this collection of papers that have been contributed by systems thinkers from around the world. As with previous UKSS conferences, the aim of this conference is to encourage debate and promote development of pertinent issues in systems theory and practice. In current times where the focus has moved from 'information' to 'knowledge' and where 'knowledge management', of everyday speak, it seemed fitting to 'knowledge assets' and so on, have become part of a conference title of 'Systems Theory and Practice in the Knowledge Age'. In keeping with another tradition of previous conferences, the UKSS Conference 2002 Committee decided to compile a collection of delegates' papers before the event as a platform from which to launch discussions in York. Ideas presented in the following papers will, undoubtedly, be developed during the dialogue generated at the conference and new papers will emerge. In his abstract for his plenary at this conference, Professor Peter Checkland throws down the gauntlet to systems thinking and its relevance in the knowledge age with the following statement: "30 Years In The Systems Movement: Disappointments I Have Known and Hopes/or the Future Springing from a lunchtime conversation at an American University, the Systems Movement is now nearly 50 years old.

This is a practical guide for students at all levels who undertake a project in business, management or related areas. It explains the different aspects and stages of conducting business research simply and clearly, and in a logical sequence. A concise, practical introduction to planning and organizing successful focus groups, exploring the advantages and limitations of this method.

A modern, comprehensive treatment of latent class and latent transition analysis for categorical data On a daily basis, researchers in the social, behavioral, and health sciences collect information and fit statistical models to the gathered empirical data with the goal of making significant advances in these fields. In many cases, it can be useful to identify latent, or unobserved, subgroups in a population, where individuals' subgroup membership is inferred from their responses on a set of observed variables. Latent Class and Latent Transition Analysis provides a comprehensive and unified introduction to this topic through one-of-a-kind, step-by-step presentations and coverage of theoretical, technical, and practical issues in categorical latent variable modeling for both cross-sectional and longitudinal data. The book begins with an introduction to latent class and latent transition analysis for categorical data. Subsequent chapters delve into more in-depth material, featuring: A complete treatment of longitudinal latent class models Focused coverage of the conceptual underpinnings of interpretation and evaluation of a latent class solution Use of parameter restrictions and detection of identification problems Advanced topics such as multi-group analysis and the modeling and interpretation of interactions

between covariates The authors present the topic in a style that is accessible yet rigorous. Each method is presented with both a theoretical background and the practical information that is useful for any data analyst. Empirical examples showcase the real-world applications of the discussed concepts and models, and each chapter concludes with a "Points to Remember" section that contains a brief summary of key ideas. All of the analyses in the book are performed using Proc LCA and Proc LTA, the authors' own software packages that can be run within the SAS® environment. A related Website houses information on these freely available programs and the book's data sets, encouraging readers to reproduce the analyses and also try their own variations. Latent Class and Latent Transition Analysis is an excellent book for courses on categorical data analysis and latent variable models at the upper-undergraduate and graduate levels. It is also a valuable resource for researchers and practitioners in the social, behavioral, and health sciences who conduct latent class and latent transition analysis in their everyday work.

Methodology is the field which is indisputably complex. In the academic world, it is often said to be important, yet in everyday academic practice, it is not always treated accordingly. In teaching, methodology is often a mandatory course. Usually, it consists of learning how to adopt several common approaches when doing research, and how to conceive a research design (often leading to a survey). This usually leads to collecting data on a modest scale and – when the opportunity arises – analysing the data with the help of some statistics. Ask the students of their opinion at the end of such a course and they tend to heave a deep sigh of relief and say, "I have got through it." Then their real courses start again, in which methodology often does not play a role at all. We are of the opinion that writing-off methodology in this way is a real pity. It ignores the valuable role that methodology should play in academic teaching as a whole. Here, methodology is presented as a form of thinking and acting that, while obviously entailing research work, can also include the design and change of organisations. This broad approach has been purposefully chosen, as it is almost obvious from research and graduation projects that the students do not really have a clue what methodology involves and, therefore, wasting their time by producing work that has a little quality.

Bridging the fields of conservation, art history, and museum curating, this volume contains the principal papers from an international symposium titled "Historical Painting Techniques, Materials, and Studio Practice" at the University of Leiden in Amsterdam, Netherlands, from June 26 to 29, 1995. The symposium—designed for art historians, conservators, conservation scientists, and museum curators worldwide—was organized by the Department of Art History at the University of Leiden and the Art History Department of the Central Research Laboratory for Objects of Art and Science in Amsterdam. Twenty-five contributors representing museums and conservation institutions throughout the world provide recent research on historical painting techniques, including wall painting and polychrome sculpture. Topics cover the latest art historical research and scientific analyses of original techniques and materials, as well as historical sources, such as medieval treatises and descriptions of painting techniques in historical literature. Chapters include the painting methods of Rembrandt and Vermeer, Dutch 17th-century landscape painting, wall paintings in English churches, Chinese paintings on paper and canvas, and Tibetan thangka. Color plates and black-and-white photographs illustrate works from the Middle Ages to the 20th century.

Operations Research is a bouquet of mathematical techniques which have evolved over the last six decades, to improve the process of business decision making. Operations Research offers tools to optimize and find the best solutions to myriad decisions that managers have to take in their day to day operations or while carrying out strategic planning. Today, with the advent of operations research software, these tools can be applied by managers even without any knowledge of the mathematical techniques that underlie the solution procedures. The book starts with a brief introduction to various tools of operations research, such as linear programming, integer programming, multi-objective programming, queuing theory and network theory together with simple examples in each of the areas. Another introductory chapter on handling the operations research software, along with examples is also provided. The book intends to make the readers aware of the power and potential of operations research in addressing decision making in areas of operations, supply chain, financial and marketing management. The approach of this book is to demonstrate the solution to specific problems in these areas using operations research techniques and software. The reader is encouraged to use the accompanying software models to solve these problems, using detailed do-it-yourself instructions. The intended outcome for readers of this book will be gaining familiarity and an intuitive understanding of the various tools of operations research and their applications to various business situations. It is expected that this will give the reader the ability and confidence to devise models for their own business needs.

Business Research provides a clear and practical guide for undergraduate research methods courses and individual research projects at both undergraduate and postgraduate level. The second edition retains the strong conceptual underpinning and practical orientation that has proved so popular with lecturers and students and introduces a number of new features.

Business and Management Research combines the philosophy and practicalities of research into one accessible volume. Three popular approaches are demonstrated through case studies and reliable mental models, providing readers with applied knowledge - a crucial advantage when undertaking high profile projects. Key Features:

- Detailed graphics, life-cycle illustrations and 'helicopter' treatment of key ideas make this the ideal starting point to a research project
- Case studies demonstrate the concepts and methodologies of research
- Strong focus on methodology, a central aspect of successful research design

Rosaline Barbour draws on her extensive teaching experience to provide a clear, user-friendly introduction to the craft of doing qualitative research. Each chapter includes examples of real-life qualitative data and a range of exercises to help students get a feel for the process of generating and analysing qualitative data. The second edition includes: New examples from a range of social science disciplines, making this the perfect book no matter what course you're studying More on unobtrusive methods of data collection, such as documentary analysis More on internet research methods, mixed methods and visual methods A new section on using software in qualitative research A brand new companion website full of additional lecturer and student resources.

Arbner and Bjerke's deep insight into theory construction and their honest appraisal of knowledge creation makes this edition absolutely essential for business scholars. I recommend this book to scholars in any area of business seeking a more thoughtful and useful understanding of research methodology' - Morgan Miles, Professor of Marketing, Georgia Southern University` These are two authors on top of their game, using their vast experience and depth of knowledge to present a complex topic in a framework which is understandable and usable by anyone doing academic research. This third edition will ensure that this book remains the essential read for social science researchers' - David Carson, Professor of Marketing, University of Ulster Arbner and Bjerke's best-selling text, first published in 1997, remains unrivalled; both in its contemporary relevance to research methodology, and in its coverage of the interplay between the philosophy of science, methodology and business. The authors make an in-depth examination into the circularity of knowledge and its foundations and analyze the repercussions for business, research and consulting. Where knowledge is a competitive necessity understanding its foundations is a necessity. The Third Edition has been updated to be even more relevant to the contemporary interests of business knowledge. Additional extras include: - Several more examples are included, plus previous examples have been updated - Improved illustrations and diagrams - Revised presentation makes the book easier to use - Useful summaries of the key points and concepts to aide accessibility - Points of reflection allow the reader to further their thinking on the topics - A glossary of terms - A teacher's manual which can be requested from the book's website

This book presents the proceedings of the 3rd International Joint Conference – ICIEOM-ADINGOR-IISE-AIM-ASEM (IJC2017) “XXIII

International Conference on Industrial Engineering and Operations Management", "International ADINGOR Conference 2017", "International IISE Conference 2017", "International AIM Conference 2017" and "International ASEM Conference 2017", which took place at UPV (Universitat Politècnica de València) from July 6th to 7th, 2017. This joint conference is the result of an agreement between ABEPRO (Associação Brasileira de Engenharia de Produção), ADINGOR (Asociación para el Desarrollo de la Ingeniería de Organización), IISE (Institute of Industrial and Systems Engineers), AIM (European Academy for Industrial Management) and ASEM (American Society for Engineering Management). Consisting of papers on new global perspectives on industrial engineering and management, the book offers an interdisciplinary view of industrial engineering and management. The topics covered include: strategy and entrepreneurship, quality and product management, modelling and simulation, knowledge and project management, logistics, as well as production, information and service systems.

Decades of research have demonstrated that the parent-child dyad and the environment of the family—which includes all primary caregivers—are at the foundation of children's well-being and healthy development. From birth, children are learning and rely on parents and the other caregivers in their lives to protect and care for them. The impact of parents may never be greater than during the earliest years of life, when a child's brain is rapidly developing and when nearly all of her or his experiences are created and shaped by parents and the family environment. Parents help children build and refine their knowledge and skills, charting a trajectory for their health and well-being during childhood and beyond. The experience of parenting also impacts parents themselves. For instance, parenting can enrich and give focus to parents' lives; generate stress or calm; and create any number of emotions, including feelings of happiness, sadness, fulfillment, and anger. Parenting of young children today takes place in the context of significant ongoing developments. These include: a rapidly growing body of science on early childhood, increases in funding for programs and services for families, changing demographics of the U.S. population, and greater diversity of family structure. Additionally, parenting is increasingly being shaped by technology and increased access to information about parenting. Parenting Matters identifies parenting knowledge, attitudes, and practices associated with positive developmental outcomes in children ages 0-8; universal/preventive and targeted strategies used in a variety of settings that have been effective with parents of young children and that support the identified knowledge, attitudes, and practices; and barriers to and facilitators for parents' use of practices that lead to healthy child outcomes as well as their participation in effective programs and services. This report makes recommendations directed at an array of stakeholders, for promoting the wide-scale adoption of effective programs and services for parents and on areas that warrant further research to inform policy and practice. It is meant to serve as a roadmap for the future of parenting policy, research, and practice in the United States.

Updated and expanded to 124 entries, The Cambridge Encyclopedia of Child Development remains the authoritative reference in the field.

Business Accounting has been developed specifically for the needs of non-specialist students studying accounting as part of another degree. The authors explain the key concepts clearly and concisely, using examples, cases and real company data to contextualise the theory. Ethics, corporate governance and corporate social responsibility is given more prominence in this new edition and a new chapter on the statement of cash flows has been added. The number of questions in the book and online has been increased substantially to provide students with more opportunity to test their understanding and provide lecturers with more materials to perform assessments.

Visual Research Methods: Image, Society, and Representation translates abstract concepts into visually-compelling elements of everyday life. Differing from photographs as illustration, this edited volume synthesizes images with analytic questions about the world "out there." Editor Gregory C. Stanczak crisscrosses disciplines in ways that highlight the multiple manifestations of a new interdisciplinary trend.

In the United States, some populations suffer from far greater disparities in health than others. Those disparities are caused not only by fundamental differences in health status across segments of the population, but also because of inequities in factors that impact health status, so-called determinants of health. Only part of an individual's health status depends on his or her behavior and choice; community-wide problems like poverty, unemployment, poor education, inadequate housing, poor public transportation, interpersonal violence, and decaying neighborhoods also contribute to health inequities, as well as the historic and ongoing interplay of structures, policies, and norms that shape lives. When these factors are not optimal in a community, it does not mean they are intractable: such inequities can be mitigated by social policies that can shape health in powerful ways.

Communities in Action: Pathways to Health Equity seeks to delineate the causes of and the solutions to health inequities in the United States. This report focuses on what communities can do to promote health equity, what actions are needed by the many and varied stakeholders that are part of communities or support them, as well as the root causes and structural barriers that need to be overcome.

Social work students need to understand the relationship between research, knowledge and practice to be effective practitioners. In the second edition of this highly regarded book, Hugh McLaughlin shows how a research-minded perspective and an appreciation of evidence-based practice can lead students to achieve the highest level of individual and collective social work practice. Topics covered include: - How to assess, appraise and apply research - The philosophy of research - Improving the use of research in practice - Interdisciplinary contributions to social work and social work research Providing reflexive questions, practice examples and suggested reading throughout, this book is essential reading for all undergraduate students of social work. It will also be valuable reading for postgraduates and qualified social workers wishing to consolidate their understanding of social work research.

This book explores national and transnational companies' Corporate Social Responsibility (CSR) activities in times and settings in which they are confronted with economic and social challenges and analyzes these situations, ranging from the financial crisis to fourth generation sustainability. Presenting a number of different cases from various parts of Europe, North America and Africa, it showcases how companies respond to the challenges of the development, consultation, implementation, integration, measurement and consolidation of CSR. Further it specifies how these corporations deal with uncertainties over corporate and financial resources, global financial stability and growing evidence for climate change. The book describes CSR adaptation under challenging circumstances and argues for the strategic and operative legitimation of Corporate Social Responsibility in times of crisis.

Written specifically for business students, this best-selling, jargon-free textbook highlights each stage of the research process, guiding the reader through actionable steps and explicitly setting out how best to meet a supervisor's expectations. Easy to

navigate and full of practical advice, it shows you how to choose a topic and write a proposal, with easy to follow tips and detailed screenshots and diagrams. Key student features include: 'You're the Supervisor' sections - helps students to meet learning objectives 'Common questions and answers' - real-world advice on how to tackle common challenges Examples from different types of international businesses Detailed guidance on software packages such as SPSS Student case studies Annotated further reading Accompanied by a fully integrated companion website designed to support learning. Free to access, it includes author podcasts, guides to online tools, links to downloadable journal articles, examples of completed projects, PowerPoint slides and students' multiple choice questions to test progress. Available on publication: www.uk.sagepub.com/jonathanwilson2e. A must-have title for all business and management students; this is the ideal companion for achieving success in your research project.

Lecturers/instructors - request a free digital inspection copy [here](#)

Contemporary public relations practice has developed over the last several decades from the weak third sister in marketing, advertising, and public relations mix to a full player. To help you keep up to speed with the exciting changes and developments of publications, this book has been updated to provide you with the necessary understanding of the problems and promises of public relations research, measurement, and evaluation. As a public relations professional, this book will guide you through the effective use of methods, measures, and evaluation in providing grounded evidence of the success (or failure) of public relations campaigns. This third edition takes a best practices approach-one that focuses on choosing the appropriate method and rigorously applying that method to collect the data that best answers the objectives of the research. It also presents an approach to public relations that emphasizes the profession's impact on the client's return on investment in the public relations function, the measurement of social media and the use of standardized measures.

Mixed Methods Research: A Guide to the Field by Vicki L. Plano Clark and Nataliya V. Ivankova is a practical book that introduces a unique socio-ecological framework for understanding the field of mixed methods research and its different perspectives. Based on the framework, it addresses basic questions including: What is the mixed methods research process? How is mixed methods research defined? Why is it used? What designs are available? How does mixed methods research intersect with other research approaches? What is mixed methods research quality? How is mixed methods shaped by personal, interpersonal, and social contexts? By focusing on the topics, perspectives, and debates occurring in the field of mixed methods research, the book helps students, scholars, and researchers identify, understand, and participate in these conversations to inform their own research practice. Mixed Methods Research is Volume 3 in the SAGE Mixed Methods Research Series.

Doing Research in Business and Management has been written to help students obtain a thorough understanding of the main methodological issues and options that are available to them as business and management researchers undertaking a masters or doctoral degree. Doing Research in Business and Management takes the reader through all of the important issues that need to be understood if a competent piece of research is to be produced at the masters or doctoral level in the business and management studies. The authors explain the interrelationship between the theoretical and empirical research as well as the differences between positivism and phenomenology. Not only do they put these concepts in context for the business and management student, but they go on to discuss how these different approaches are used in practice. Furthermore, the authors discuss the implications of quantitative and qualitative approaches to research. The book offers high-level advice on different numerical techniques available to researchers as well as different software packages that may be used for analyzing qualitative data. The book also discusses the use of the Internet to support research in masters and doctoral programs.

A practical, concise, straightforward guide. Covering the entire process from reviewing the literature to writing up results, it has balanced coverage of quantitative and qualitative methods and a popular troubleshooting section. It provides all the tools needed to embark on and complete successful research, underpinned by academic rigour.

IF YOU ARE ABOUT TO DO A RESEARCH PROJECT, THEN THIS IS THE IDEAL GUIDE FOR YOU. A Gentle Guide to Research Methodsexplains what research is, andguides you through choosing and using the method best suited to yourneeds, with detailed examples from a wide range of disciplines. It alsogives you practical nuts and bolts advice about how to avoid classicproblems and how to get the most out of your project. Written in a down-to-earth and highly accessible style, this unique bookprovides an overview of the big picture of research and of how this linksto practical details. It covers the whole process of conducting research,including: Choosing a research topic and research design Data collection methods Data analysis and statistics Writing up The authors also provide invaluable advice about planning your researchso that it can help you with your career plans and life aspirations. Drawing on numerous examples from student projects,A Gentle Guideto Research Methodswill guide you through your project towards ahappy ending.

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