

Social Research Methods Quantitative And Qualitative Approaches W Lawrence Neuman

Quantitative Social Research Methods SAGE
Publications India

'Introduction to Social Research' presents the essential elements of both qualitative and quantitative approaches for conducting empirical research in the social sciences. Making Sense of Social Research Methodology: A Student and Practitioner Centered Approach introduces students to research methods by illuminating the underlying assumptions of social science inquiry. Authors Pengfei Zhao, Karen Ross, Peiwei Li, and Barbara Dennis show how research concepts are often an integral part of everyday life through illustrative common scenarios, like looking for a recipe or going on a job interview. The authors extrapolate from these personal but ubiquitous experiences to further explain concepts, like gathering data or social context, so students develop a deeper understanding of research and its applications outside of the classroom. Students from across the social sciences can take this new understanding into their own research, their professional lives, and their personal lives with a new sense of relevancy and urgency. This text is organized into clusters that center on major topics in social science research. The first cluster introduces concepts that are fundamental to all aspects and steps of the research process. These concepts include relationality, identity,

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ethics, epistemology, validity, and the sociopolitical context within which research occurs. The second and third clusters focus on data and inference. These clusters engage concretely with steps of the research process, including decisions about designing research, generating data, making inferences. Throughout the chapters, Pause and Reflect open-ended questions provide readers with the space for further inquiry into research concepts and how they apply to life. Research Scenario features in each chapter offer new perspectives on major research topics from leading and emerging voices in methods. Moving from this dialogic perspective to more actionable advice, You and Research features offer students concrete steps for engaging with research. Take your research into the world with Making Sense of Social Research Methodology: A Student and Practitioner Centered Approach.

In the new edition of Introduction to Social Research, Keith Punch takes a fresh look at the entire research process, from formulating a research question to writing up your research. Covering qualitative, quantitative and mixed methods, the book focuses on matching research questions to appropriate methods. Offering concise, balanced coverage, this book clearly explains the underlying principles of social research and shows you how to put this understanding into practice. The third edition includes: A new chapter on literature searching and reviewing Expanded coverage of ethics A new section on using the internet in research A range of additional student learning features A brand new companion website including full-text journal articles,

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additional case studies and video tutorials. Using a range of examples from student research and published work, the book is an ideal introduction for any social science student taking a research methods course or embarking on their own undergraduate or postgraduate research project. Available with Perusall—an eBook that makes it easier to prepare for class Perusall is an award-winning eBook platform featuring social annotation tools that allow students and instructors to collaboratively mark up and discuss their SAGE textbook. Backed by research and supported by technological innovations developed at Harvard University, this process of learning through collaborative annotation keeps your students engaged and makes teaching easier and more effective. Learn more.

The author follows two chapters on the fundamentals of social science and social research with three on preparation, two on interviewing, one on scaling, and two on relative advantages and methods of participative, direct and indirect observation.

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 book presents a balanced presentation of research methods across disciplinary boundaries--both psychological and sociological, laboratory experiments and survey methods, quantitative and qualitative techniques. It offers a coherent, organizing theme, in this case, that of validity in its various guises-internal,

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external, inferential statistical, and measurement construct. The organizing theme is validity--the extent to which the researcher's conclusion can be judged credible. Validity is broken down into several components each of which is developed in one or more chapters including construct validity (both measurement and experimental), statistical inference validity, internal validity, and external validity. These validity types are then revisited as appropriate in the treatments of the several basic research approaches--true experimental, quasi-experimental, correlational, and qualitative. Ideal for professionals belonging to various psychological or sociological association or anyone interested in review or updating their current knowledge.

This textbook is an advanced introduction to quantitative methods for students in communication and allied social science disciplines that focuses on why and how to conduct research that contributes to social justice. Today's researchers are inspired by the potential for scholarship to make a difference for society, to push toward more just and equitable ends, and to engage in dialogue with members of the public so that they can make decisions about how to navigate the social, cultural, and political world equipped with accurate, fair, and up-to-date knowledge. This book illustrates the mechanics and the meaning behind quantitative research methods by illustrating each step in the research design process with research addressing questions of social justice. It provides practical guidance for researchers

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who wish to engage in the transformation of structures, practices, and understandings in society through community and civic engagement and policy formation. It contains step-by-step guidance in quantitative methods—from conceptualization through all the stages of execution of a study, including providing a detailed guide for statistical analysis—and demonstrates how researchers can engage with social justice issues in systematic, rigorous, ethical, and meaningful ways. This text serves as a core or supplementary textbook for graduate and advanced undergraduate courses in research methods for communication and social sciences and fills a gap for a methods text that is responsive to the desire of scholars to conduct socially impactful research.

Constructing Social Research: The Unity and Diversity of Method, Second Edition is a concise, innovative text designed for Research Methods courses in the Social Sciences. The main goal of this Sociology for a New Century Series text is to show unity within the diversity of activities called social research. The first part of the book tackles questions like “What is social research?” “How does it differ from journalism, documentary film-making, or laboratory research in the natural sciences?” and “What is the researcher’s obligation to those he or she is studying?” The book also covers the how the various goals of social researchers shape the strategies they use and the representations of social

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life they construct. The latter part of the book is structured around the typical emphases of each tradition: qualitative research on commonalities, comparative research on diversity, and quantitative research on relationships among variables. These are not rigid divisions and research designs often blend aspects of each tradition in creative ways. Regardless of the approach, the process of representing social life through research involves a dialogue of ideas (“theory”) and evidence (“data”). The model of social research put forth by Ragin and Amoroso is not as restrictive as the scientific method and encompasses social research ranging from research examining the complexities of everyday life to research investigating the power of transnational processes.

SAGE Course Companions are an exciting new series from SAGE offering students an insider's guide into how to make the most of their undergraduate courses and extend their understanding of key concepts covered in their course. Social Research Methods provides student readers with essential help with their research project, with revising for their course exams, preparing and writing course assessment materials, and enhancing and progressing their knowledge and thinking skills in line with course requirements on Research Methods courses. This Course Companion is designed to augment, rather than

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replace, existing textbooks for the course, and will provide: " Helpful summaries of the course curriculum to aid essay and project planning " Key summaries of the approach taken by the main Methods textbooks " Guidance on the essential study skills required " Help with developing critical thinking " Route-maps to aid the development of wider learning above and beyond the textbook " Pointers to success in course exams and written assessment exercises " A tutor's-eye view of what course examiners are looking for " An insider's view of what key course concepts are really all about SAGE Course Companions are much more than revision guides for undergraduate; they are an essential tool to taking your course learning and understanding to new levels and in new directions that are the key to success in undergraduate courses.

This book provides a straightforward, student-focused introduction to doing mixed methods research, covering everything from why and when mixed methods is appropriate, as well as how to use qualitative and quantitative methods in tandem. Assuming no prior research methods knowledge, it introduces mixed methods alongside basic research theory and principles, fully integrating mixed methods into the research methods foundation. With clearly defined key terms and a structure that maps to the way students work on their projects, it

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progresses at a gradual pace suitable for mixed methods beginners. Offering encouragement and tips for success throughout the full research process, Hall helps students confidently:

- Explain mixed methods paradigms and methodologies
- Define and choose a research approach
- Combine methods effectively
- Sample, collect, and analyze primary and secondary data
- Communicate and write up results.

Packed with tables, figures, and boxes that distill key concepts into retainable visuals, this book is the perfect companion to support students on their mixed methods projects.

This book is an accessible introduction to quantitative data analysis, concentrating on the key issues facing those new to research, such as how to decide which statistical procedure is suitable, and how to interpret the subsequent results. Each chapter includes illustrative examples and a set of exercises that allows readers to test their understanding of the topic. The book, written for graduate students in the social sciences, public health, and education, offers a practical approach to making sociological sense out of a body of quantitative data. The book also will be useful to more experienced researchers who need a readily accessible handbook on quantitative methods. The author has posted stata files, updates and data sets at this website <http://tinyurl.com/Treiman-stata-files-data-sets>.

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Quantitative Social Research Methods explores the entire spectrum of quantitative social research methods and their application, with special reference to the development sector. It provides detailed coverage of all statistical research and analysis method with an emphasis on multivariate analysis techniques, such as regression discriminant analysis, logistic regression, factor, factor, cluster, correspondence and conjoint analysis. The book is thematically arranged in two sections: the first section introduces development research techniques, explores the genesis and scope of social research, research processes and then goes on to explain univariate, bivariate and multivariate data analysis with the help of software packages such as SPSS and STATA. The second focuses on the application of social and development research methods in the development sector. It explores research method application and the issues relevant to aspects of development such as population, health and nutrition, poverty and rural development, education, water and sanitation, and environment and natural resource management.

Quantitative and Statistical Research Methods This user-friendly textbook teaches students to understand and apply procedural steps in completing quantitative studies. It explains statistics while progressing through the steps of the hypothesis-testing process from hypothesis to results. The

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research problems used in the book reflect statistical applications related to interesting and important topics. In addition, the book provides a Research Analysis and Interpretation Guide to help students analyze research articles. Designed as a hands-on resource, each chapter covers a single research problem and offers directions for implementing the research method from start to finish. Readers will learn how to:

- Pinpoint research questions and hypotheses
- Identify, classify, and operationally define the study variables
- Choose appropriate research designs
- Conduct power analysis
- Select an appropriate statistic for the problem
- Use a data set
- Conduct data screening and analyses using SPSS
- Interpret the statistics
- Write the results related to the problem

Quantitative and Statistical Research Methods allows students to immediately, independently, and successfully apply quantitative methods to their own research projects.

This comprehensive text offers students balanced coverage of both the qualitative and quantitative approaches to social research. The fourth edition of Social Research Methods renews its commitment to help students learn that social research does not take place in a vacuum, but in a social and historical context that can affect their actions. It teaches students to guard against ethnocentric perspectives and confining their research on the assumptions, values, and beliefs of their own

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particular society. Lastly, the author hopes to show students not only that both quantitative and qualitative styles of social research are valuable, but that the greatest benefit to social research lies in combining the two.

Briefer, paperback text, adapted from Neuman's Social Research Methods, Fifth Edition. Using clear, accessible language and examples from real research, this discusses both qualitative and quantitative approaches to social research, emphasizing the benefits of combining various approaches.

Includes bibliographical references and index.

The SAGE Handbook of Applied Social Research Methods, Second Edition provides students and researchers with the most comprehensive resource covering core methods, research designs, and data collection, management, and analysis issues. This thoroughly revised edition continues to place critical emphasis on finding the tools that best fit the research question given the constraints of deadlines, budget, and available staff. Each chapter offers key guidance on how to make intelligent and conscious tradeoffs so that one can refine and hone the research question as new knowledge is gained, unanticipated obstacles are encountered, or contextual shifts take place - all key elements in the iterative nature of applied research. Each chapter has been enhanced pedagogically to include more step-by-step procedures, specific, rich yet practical examples from various settings to illustrate the method, parameters to define when the method is most appropriate and when it is not appropriate, and greater

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use of visual aids (graphs, models, tip boxes) to provide teaching and learning tools. - twenty core chapters written by research experts that cover major methods and data analysis issues across the social and behavioral sciences, education, and management; - emphasis on applying research techniques, particularly in "real-world" settings in which there are various data, money, time, and political constraints; - new chapters on mixed methods, qualitative comparative analysis, concept mapping, and internet data collection; - a newly developed section that serves as a guide for students who are navigating through the book and attempting to translate the chapters into action; - a new Instructor's Resources CD, with relevant journal articles, test questions, and exercises to aid the instructor in developing appropriate course materials.

Now in its third Canadian edition, the market-leading Social Research Methods is an engaging and straightforward introduction to conducting quantitative and qualitative research in the social sciences. Building on the success of previous editions, the authors deftly guide students through all aspects of the research process, while providing useful tips on how to effectively collect, analyze, and interpret data, and disseminate those findings to others. With a brand new chapter on ethics and extensive updates throughout, this new edition continues to be an essential guide to the conceptual foundations, methodological approaches, and practical

Bringing together many of the core classic and contemporary works in social and cultural research

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methods, this book gives students direct access to methodological debates and examples of practical research across the qualitative/quantitative divide. The book is designed to be used both as a collection of readings and as an introductory research methods book in its own right. Topics covered include: research methodology research design, data collection and preparation analyzing data mixing qualitative and quantitative methods validity and reliability methodological critique: postmodernism, post-structuralism and critical ethnography political and ethical aspects of research philosophy of social science reporting research. Each section is preceded by a short introduction placing the readings in context. This reader-text also includes features such as discussion questions and practical exercises.

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. New this edition:

MyResearchKit--Social Research Methods 7E can be packaged with this text at no additional cost (ISBN: 0205751342) or purchased separately. 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

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assignments (literature reviews, abstracts, research proposals, etc.)*MySearchLab: a search engine for retrieving scholarly research articles from hundreds of academic journals

Practical Social Investigation provides, within a single text, an introduction to a wide range of both long-standing and newer social research methods. Its balanced and integrated coverage of qualitative and quantitative approaches demonstrates that they can be complementary. While research practice is emphasised, readers are encouraged to reflect on methodological issues as well as being provided with tools for their own research. This coherent, accessibly written book draws upon the authors' extensive experience of conducting research and teaching research methods. Numerous examples, based on real research studies, illustrate key issues in a way that acknowledges both the messiness and the creativity of social research.

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

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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.

A Dictionary of Social Research Methods offers succinct, clear, expert explanations of key terms from both method and methodology in social research, in over 300 entries. It covers the whole range of qualitative, quantitative, and other methods; and ranges from practical techniques like correlation to methodological approaches such as ethnography. This wide-ranging approach enables it to cover terms needed by every social science discipline along with business and management, education, health, and other areas that encompass social research within their remit. This is a reliable resource for students, academics, and professional researchers who undertake social research, or need to evaluate and present its results.

The SAGE Handbook of Social Research Methods is a must for every social-science researcher. It charts the new and evolving terrain of social research methodology, covering qualitative, quantitative and mixed methods in one volume. The Handbook includes chapters on each phase of the research process: research design, methods of data collection, and the processes of analyzing and interpreting data. The volume maintains that there is much more to research than learning skills and techniques; methodology involves the fit between theory, research questions research

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design and analysis. The book also includes several chapters that describe historical and current directions in social research, debating crucial subjects such as qualitative versus quantitative paradigms, how to judge the credibility of types of research, and the increasingly topical issue of research ethics. The Handbook serves as an invaluable resource for approaching research with an open mind. This volume maps the field of social research methods using an approach that will prove valuable for both students and researchers.

`This is an impressively detailed, clearly written book.... It is a book that I would like students to read' - Clive Seale, Goldsmiths College, London

Social Research: Theory, Methods and Techniques presents an understanding of social research practice through appreciation of its foundations and methods. Stretching from the philosophy of science to detailed descriptions of both qualitative and quantitative techniques, it illustrates not only `how' to do social research, but also `why' particular techniques are used today. The book is divided into three parts: Part One: Illustrates the two basic paradigms - quantitative and qualitative - of social research, describing their origins in philosophical thought and outlining their current interpretations. Part Two: Devoted to quantitative research, and discusses the relationship between theory and research practice. It also presents a discussion of key quantitative research techniques. Part Three: Examines qualitative research. Topics range from classical qualitative techniques such as participant observation, to more recent developments such as ethnomethodological studies. Overall, the author offers an engaging contribution to the field of social research and this book is a reminder of the solid foundations upon which most social research is conducted today. As a consequence it will be required reading for students throughout the social sciences, and at various levels.

`This clearly written and user-friendly book is ideal for

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students or researchers who wish to get a basic, but solid grasp of a topic and see how it fits with other topics. By following the links a student can easily and efficiently build up a clear conceptual map of social research' - Malcolm Williams, Reader in Sociology, Cardiff University `This is a really useful book, written in an accessible manner for students beginning their study of social research methods. It is helpful both as an introductory text and as a reference guide for more advanced students. Most of the key topics in methods and methodology are covered and it will be suitable as a recommended text on a wide variety of courses' - Clive Seale, Brunel University At last, an authoritative, crystal-clear introduction to research methods which really takes account of the needs of students for accessible, focused information to help with undergraduate essays and exams. The key concepts discussed here are based on a review of teaching syllabi and the authors' experience of many years of teaching. Topics range over qualitative and quantitative approaches and combine practical considerations with philosophical issues. They include several new topics, like internet and phone polling, internet searches, and visual methods. Each section is free-standing, can be tackled in order, but with links to other sections to enable students to cross-reference and build up a wider understanding of central research methods. To facilitate comprehension and aid study, each section begins with a definition. It is followed by a summary of key points with key words and guides to further reading and up-to-date examples. The book is a major addition to undergraduate reading lists. It is reliable, allows for easy transference to essays and exams and easy to use, and exceptionally clearly written for student consumption. The book answers the needs of all those who find research methods daunting, and for those who have dreamt of an ideal introduction to the subject.

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This book explains and demonstrates to students when to use and how to apply the quantitative and qualitative techniques that they'll need to do their own social research. Using actual examples from psychology, sociology, anthropology, health and education, the book provides readers with both a conceptual understanding of each technique as well as showing them how to use the technique. 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.

Structured around one of the concepts students struggle with the most—the research question—this book begins with how to understand the role of good questions before

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demonstrating how questions underpin good research designs and how social research can be framed as asking and answering questions. Perfect for undergraduate students new to methods, it teaches students how qualitative, quantitative, and mixed methods research can be used to answer these questions. "An incredibly resourceful book that contains a forensic insight into social research methods, offering the full range of contemporary approaches. Students will find particular value in the accessibility and detail of the text. Each chapter provides a set of learning outcomes, study questions and further reading." - Dr Ruth McAreavey, Newcastle University Supported by a website that maps online resources to key stages of the learning process, it helps students: - Understand the scientific method - Learn the vocabulary of social science research - Plan and design research - Practice with and interpret data - Explore social science literature and improve assignments with good citations - Improve critical thinking. - Extensive visualizations, overviews, examples, exercises, and other learning features, make this the perfect introductory text to build confidence and best practice around research methods.

This best-selling introduction to research methods provides students and researchers with unrivalled coverage of both quantitative and qualitative methods, making it invaluable for anyone embarking on social research. Bridging the gap between theory and practice, Social Research Methods is packed full of engaging examples and practical tips to equip students with the tools and knowledge needed for them to complete their

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own research projects. In addition to providing practical advice, Bryman deftly explores the nature of social research and the wider issues impinging on it. This book is supported by an Online Resource Centre, which includes:

- For Students* A researcher's toolkit to take students step by step through the research process*
- Multiple choice questions to help students test their knowledge and understanding*
- A guide to using Excel in data analysis to help develop analytical skills
- For Lecturers* A test bank of questions which can be customized to meet teaching needs*
- PowerPoint slides for each chapter*
- New seminar outlines including suggested activities and tasks *
- New exam and course work questions to set in class

'Jane Elliott's examination of the use of "narrative" within the broad context of social science inquiry is a must-read for both qualitative and quantitative researchers, novice and expert alike' - *Journal of Advanced Nursing*

'This important book does an impressive job of synthesising a complex literature and bringing together both qualitative and quantitative methods of narrative analysis. It will become a milestone in the development of narrative methods. Although ground-breaking in many ways, it is very clearly written and accessible to readers from a wide variety of backgrounds and methodological experience' - Nigel Gilbert, University of Surrey

'An elegantly written, scholarly and accessible text. Jane Elliott shows a sophisticated appreciation of contemporary methodological developments, and makes a persuasive case for the use of narrative approaches in both qualitative and quantitative research. The book

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challenges and advances debates about combining methods, and shows how stories can work within and across conventional research boundaries. It is a truly original contribution to the literature' - Amanda Coffey, Cardiff School of Social Sciences `An outstanding book. Jane Elliott breaks new ground by demonstrating to new generations of social scientists how the power of narrative can fruitfully be harnessed in social research. This is a "must read" book' - Professor Mike Savage, University of Manchester This is a lucid and accessible introduction to narrative methods in social research. It is also an important book about the nature, role and theoretical basis of research methodology in general. Jane Elliott instructs the reader on the basic methods and methodological assumptions that form the basis of narrative methods. She does so in a way that is practical and accessible and in a way that will make the book a favourite with students and experienced researchers alike. Elliott argues that both qualitative and quantitative methods are characterised by a concern with narrative, and that our research data can best be analyzed if it is seen in narrative terms. In concrete, step-by-step terms she details for the reader how to go about collecting data and how to subject that data to narrative analysis, while at the same time placing this process in its wider theoretical context. She works across the traditional quantitative/qualitative divide to set out the ways in which narrative researchers can uncover such issues as social change, causality and social identity. She also shows how the techniques and skills used by qualitative researchers can be deployed when doing quantitative

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research and, similarly, how qualitative researchers can sometimes profit from using quantitative skills and techniques. "This book provides both a fascinating and a challenging read. What sets this text apart from other books on research methodology and methods is that it does not focus exclusively on either quantitative or qualitative research approaches, but rather attempts to bridge the divide. The book should be compulsory reading not only for those aspiring to undertake narrative research and those students undertaking higher degree research courses, but also for those more experienced researchers wishing to explore contemporary issues in research methods and methodology. As a recent recruit to a lecturer-practitioner post with little recent experience in the subject area covered by this book, I found it met my needs very well. I would certainly recommend this book for purchase." Dr Andrew Pettipher, University of Nottingham, UK.

Quantitative Methodologies using Multi-Methods is a multifaceted book written to help researchers. It is a user-friendly introduction to the popular methods of data mining and data analysis. The book avoids getting involved into details that are more suitable for more advanced users; it is written for readers who have, at most, a surface-level knowledge of the methods presented in the book. The book also serves as an introductory guide to the subject of complementarity of the tools and techniques of data analysis. It shows how methods could be used in synergy to offer insights into the issues that could not be dissected by any single method alone. This text can also be used as a set of

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templates, where, given a set of research questions, the investigator could identify a set of methodological modules for answering the research questions of interest. This is not entirely unlike the relationship between the analysis and design phases of the systems development life cycle—where the What of the analysis phase has to be translated into the How of the design phase. The book can guide the identification of modules (the How) that are suitable for answering research questions (the What). It can aid in transitioning a conceptual domain of the research questions into a scaffolding of data analytic and data mining methods. The book is also a guide to exploring what data under investigation holds. For example, an investigator may use the methodological modules presented in this book to generate a set of preliminary questions which, after a careful consideration and a requisite culling, could be formulated into a set of questions consistent within a selected theory or a framework. Finally, the book can be used as a generator of new research questions. Applying every method in each of the book's modules opens a new dimension ripe with follow-up questions such as, Why is this so? The answers to this question may provide new insight and lead to the development of a new theory.

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,

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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.

With its enhanced design and increased Canadian content, *Basics of Social Research: Qualitative and Quantitative Approaches* sets a new standard in social research methods. The improved layout makes a difficult subject easier to understand, with a new four-colour, visually enhanced presentation. Updated Canadian content focuses on real research examples from Canadian studies to make social research accessible to students and demonstrate how social research has applications in the real world. Themed boxes and new end-of-chapter questions increases student learning and provides a foundation for further learning about social research methods.

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