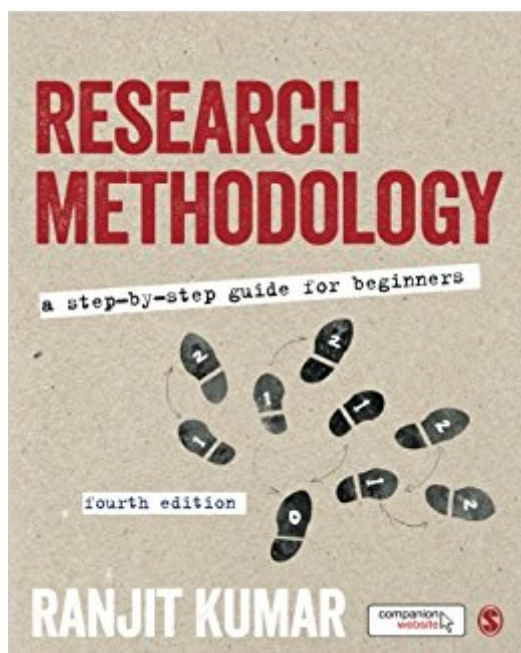


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Research Methodology: A Step-by-Step Guide For Beginners



Synopsis

Lecturers - request an e-inspection copy of this text or contact your local SAGE representative to discuss your course needs. *Research Methodology: A Step by Step Guide for Beginners* has been written specifically for those with no previous experience of research or research methodology. Written in a logical and accessible style and providing helpful techniques and examples, it breaks the process of designing and doing a research project into eight manageable operational steps. The book guides you through your project from beginning to end by offering practical advice on: formulating a research question ethical considerations carrying out a literature review choosing a research design selecting a sample collecting and analysing qualitative and quantitative data writing a research report. The book is essential reading for undergraduate and postgraduate students in the social sciences embarking on quantitative or qualitative research projects. 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.

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This edition contains essential information for beginning researchers and it is presented in a clear

and coherent way which engages the reader. The reader is carefully supported through references to research, questions posed and very well thought through examples. This is a publication which is a pleasure to read cover to cover, although it can be dipped into as necessary. Careful and appropriate support is provided to enable a beginning researcher to start research with an appropriate level of confidence. --Dr Liane Purnell

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This is a very good book for people who are unfamiliar with the research process. It steps the student through the rationale of doing research in the social sciences and the step by step approach to building up the research capability that masters or early doctoral students will need. It does not cover some areas of the foundations of research, for example the philosophy behind conducting this type of research and, therefore this would have to be supplemented by other texts. However, I have added this to our reading list and would recommend it particularly to those who have been out of academia for a while and have not conducted empirical research in the past.--Dr. Claire Collins

"Inspection Copy Feedback "Excellent book, explains research methodology really well, clear and easy to follow. I will be using this book on a number of programmes to develop students understanding of research methodology.--Mark Barnett

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This is written for undergrads....thought it would be much more in depth...pretty elementary...too much "too much".

very boring book but it has all of the information I need for my class

Not a reader friendly text, but the content is well organized. Some topics are covered extensively while others skimmed. Will need to take breaks when reading for comprehension.

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