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Practical Research

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An engaging, cross-disciplinary guide to research methodology Practical Research: Planning and Design is a do-it-yourself, how-to manual for planning and conducting research. Suitable for a wide variety of courses in basic research methodology, the book uses a conversational tone, step-by-step instructions, and practical suggestions to guide the reader from the selection of a problem to the preparation of a completed report. The 12th Edition has been updated to include the latest technology-based strategies and online tools. Other key changes include a better balance between quantitative and qualitative methods and the addition of a new chapter on action research. Also available with MyLab Education MyLab(tm) is the teaching and learning platform that empowers you to reach every student. By combining trusted author content with digital tools and a flexible platform, MyLab personalizes the learning experience and improves results for each student. MyLab Education helps students bridge the gap between theory and practice--better preparing them for success in their future endeavors. Note: You are purchasing a standalone product; MyLab Education does not come packaged with this content. Students, if interested in purchasing this title with MyLab Education, ask your instructor to confirm the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyLab Education, search for: 0134802764 / 9780134802763 Practical Research: Planning and Design plus MyLab Education with Pearson eText -- Access Card Package consists of: 0134775651 / 9780134775654 Practical Research: Planning and Design 0134776186 / 9780134776187 MyLab Education with Pearson eText -- Access Card -- for Practical Research: Planning and Design

For undergraduate or graduate courses that include planning, conducting, and evaluating research. A do-it-yourself, understand-it-yourself manual designed to help students understand the fundamental structure of research and the methodical process that leads to valid, reliable results. Written in uncommonly engaging and elegant prose, this text guides the reader, step-by-step, from the selection of a problem, through the process of conducting authentic research, to the preparation of a completed report, with practical suggestions based on a solid theoretical framework and sound pedagogy. Suitable as the core text in any introductory research course or even for self-instruction, this text will show students two things: 1) that quality research demands planning and design; and, 2) how their own research projects can be executed effectively and professionally.

Written in uncommonly engaging, lucid, and elegant prose, this book is an "understand-it-yourself, do-it-yourself" manual designed to help readers understand the fundamental structure of quality research and the methodical process that leads to genuinely significant results. & It guides the reader, step-by-step, from the selection of a problem to study, through the process of conducting authentic research, to the preparation of a completed report, with practical suggestions based on a solid theoretical framework and sound pedagogy. This book will show readers two things: 1) that quality research demands planning and design; and, 2) how their own research projects can be executed effectively and professionally. For researchers and research analysts in any discipline.

Well-organized and well-referenced, this book gives a clear presentation of heuristic methodology as a systematic form of qualitative research. Investigators of human experiences will find this book invaluable as a research guide. The author illustrates how heuristic concepts and processes form components of the research design and become the basis for a methodology. There is a clear explanation of how heuristic inquiry works in practice and the actual process of conducting a human science investigation is described in detail.

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Many very intelligent people don't like dealing with numbers. Similarly, many gifted scientists are not especially interested in studying people and their cultural behaviour. In this book, we argue that being interested in people and their cultures, and helping students and others to use numbers to pursue these interests, are not mutually exclusive. Research methods are becoming an increasingly important requirement for students of all kinds. But many students, particularly those in the humanities, struggle with concepts drawn from the social sciences and find quantitative and statistical information inaccessible and daunting. Nonetheless, such concepts are found in nearly all areas of society, from market research and opinion polls to psychological studies of human behaviour. This book aims to provide a simple guide to the process of conducting research in the humanities, with special reference to media and culture, from the planning stage, through the data gathering, to the analysis and interpretation of results: 'planning it', 'doing it' and 'understanding it'. The book aims to show how students' own choice of research topic can be refined into a manageable research question and how the most appropriate methodologies can be applied. Each section draws on actual examples from research that the authors and their students have conducted. Topics covered include: choosing a research question and method; instrument design and pilot data; practical procedures; research with children; looking at statistics; and interpretation of results.Features:"Based on the authors' practical experience as researchers and teachers and is thus accessible, practical and 'how to'."Includes students' own work as examples."Bridges the 'divide' between social science and humanities research methods and will therefore appeal to a broad range of students and teachers.

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Research Methods and Statistics for Public and Nonprofit Administrators: A Practical Guide is a comprehensive, easy-to-read, core text that thoroughly prepares readers to apply research methods and data analysis to the professional environments of public and non-profit administration. The authors expertly incorporate original case examples to demonstrate concepts using 'real actors' facing specific scenarios, in which research methods must be applied. This unique approach-presented in language accessible to both students new to research as well as current practitioners-guides the reader in fully understanding the research options detailed throughout the text.

Designing and Doing Survey Research is an introduction to the processes and methods of planning and conducting survey research in the real world. Taking a mixed method approach throughout, the book provides step-by-step guidance on: □ Designing your research □ Ethical issues □ Developing your survey questions □ Sampling □ Budgeting, scheduling and managing your time □ Administering your survey □ Preparing for data analysis With a focus on the impact of new technologies, this book provides a cutting-edge look at how survey research is conducted today as well as the challenges survey researchers face. Packed full of international examples from various social science disciplines, the book is ideal for students and researchers new to survey research. Available with Perusallan 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.

To help researchers and students make the transition from the classroom and laboratory to research in the 'real world,' the authors reveal the pitfalls and suggest strategies to overcome problems in the design and planning of applied research. With a focus on how to refine research questions as real world events force deviations from the original research plan, they discuss how to study and monitor program implementation and statistical power analysis. They also explore how to assess the human and material resources that will be needed at different times while conducting an applied research design to facilitate the management of data collection, analysis, and interpretation.

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