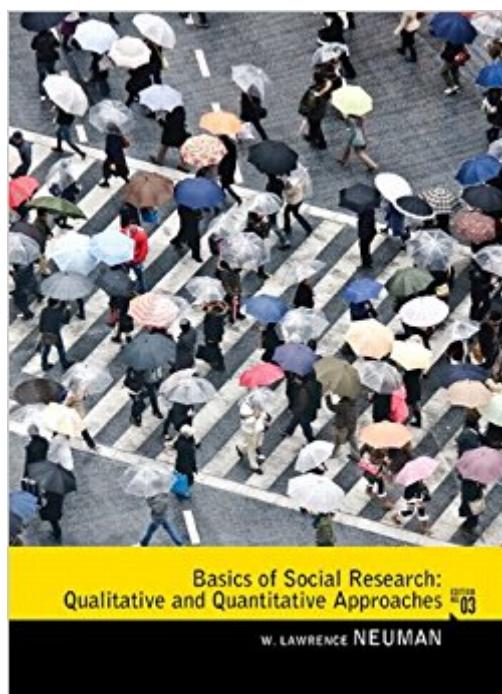


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# Basics Of Social Research: Qualitative And Quantitative Approaches (3rd Edition)



## **Synopsis**

Preparing students to do research and understand what research can do.    Basics of Social Research helps students understand what research can and cannot do, become better consumers of research, and learn why properly conducted research is important.    This text  teaches students to be better consumers of research results and understand how the research enterprise works, preparing them to conduct small research projects. Upon completing this text, students will gain an awareness of the capabilities and restrictions of research, and learn why properly conducted research is important. Using clear, accessible language and examples from real research, this text  discusses both qualitative and quantitative approaches to social research, emphasizing the benefits of combining various approaches.    Learning Goals Upon completing this book, readers should be able to:   Recognize that social research is simultaneously a very important enterprise and one that is not beyond you    you can understand it   Become better consumers and understand what research can and cannot do   Learn how to properly conducted research   Acquire a foundation for further learning about doing research and understand that this activity requires dedication, creativity, and mature judgment

## **Book Information**

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## **Customer Reviews**

W. Lawrence Neuman James is professor of sociology and Asian Studies coordinator at University of Wisconsin-Whitewater. His M.A. and Ph.D. were earned at the University of Wisconsin-Madison.    He has authored seven books and published 35 articles and book chapters, which have appeared in Social Problems, Sociological Inquiry, Social Science Quarterly,

American Sociological Review, Critical Asian Studies, Teaching Sociology, The Journal of Contemporary Asia, The Sociological Quarterly, and other journals. He is a former president of the Wisconsin Sociological Association. Neuman has received his university's highest award for research, the Chancellor's Award for service to students with disabilities, as well as the the Wisconsin Sociological Association's Outstanding Service Award, and the College of Letters and Sciences awards for outstanding teaching, excellence in research, and outstanding service.

I would rather gouge my eyes out than read another page of this book. His writing style is so convoluted, I feel like you could learn more by reading a summary of each chapter. Many of his definitions for terms are just the terms itself. Many of his examples (there is an example in almost every paragraph as well as large example boxes on a majority of pages) are long winded and detract from the flow of the terminology and concepts presented. For every one important idea he presents, there are 9 ideas of benign minutiae. If you're in a class where the teacher is using this book. Drop the class or pick a different teacher because if they find this useful in the teaching of sociology, their teaching skills are questionable in my opinion.

I love renting my texts books. So much cheaper and pretty easy too.

Provides a good basic overview of social research, with particular attention to qualitative measures.

Excellent for subject matter, although quite pithy. Does a nice job of explaining hard-to-grasp theories.

I needed Basics of Social Research for my Sociology class. The book has a lot of useful information in it. I am learning how to write Social research papers using the Scientific Method. I would recommend this text book to anyone who does a lot of Social Research.

Book was torn up at the bottom, but a lot cheaper than buying!

The textbook was in great condition.

I am not a fan of this book so far. Granted I have not read it cover to cover yet. But I have had to read quite a few chapters throughout the book (and still have more). The first thing I noticed was

that it is very amateurish. Yes, I understand it is the **BASICS** of social research, but it is entirely too basic. The author spends too much time defining terms that I learned in 3rd grade and had drilled into my head ever since. I (and I would expect other college and graduate students) do not need to have "hypothesis" and "theory" defined for me once again with long explanations as to what these terms mean. Maybe I am not the best person to review it. I am on my second masters degree (this is for my graduate level research methods class) and I have had two research methods classes already (one in undergrad and one in my last grad program). Despite that, I think that it would be amateurish and not much help for any college or graduate student, but especially graduate students. Maybe if someone was in a lower level research methods class it would be of help. If I later decide I am wrong, and find something helpful in here, I will update this review.

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