

The Practice of Social Research (Twelfth Edition)

Known as the gold standard of research methods texts, THE PRACTICE OF SOCIAL RESEARCH, 12th Edition, is a comprehensive, straightforward introduction to the field of research as practiced by social scientists. This best-selling text emphasizes the research process by showing readers how to design research studies, introducing the various observation modes in use today, and answering questions about research methods--such as how to conduct online surveys and analyze both qualitative and quantitative data. THE PRACTICE OF SOCIAL RESEARCH provides the tools readers need to apply social research concepts inside the classroom and out, and as both researchers and consumers.

