



Conducting Research: Social and Behavioral Science Methods

By Lawrence T Orcher

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- Prepares students to conduct their first empirical research study, with quantitative and qualitative methods covered in detail. Common features as well as differences between the two research approaches are explored.
- While theoretical material is included, the emphasis is on providing practical, easy-to-follow advice on how to conduct a first research project.
- Unlike most texts with hypothetical examples, this text?with real examples written by a variety of published researchers?makes research methods come alive. Students see how research methods are used to explore important, contemporary problems.
- Factual Questions at the end of each chapter help students review key concepts covered in the chapters.
- Questions for Discussion encourage students to consider specific techniques and strategies that they might use while conducting their research.

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