The Researcher s Bible: An Overview of Key Concepts and Methods in Social Science Research

By Gini Graham Scott Ph D

iUniverse, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.A short introduction to the major concepts and approaches used in the social sciences, especially in sociology, anthropology, and leisure, recreation, and tourism. It s an ideal supplement to a more detailed text on research methods and a guide to choose which research methods to use in a study. It also provides an explanation of different options for company owners and managers of organizations, who might want to do research or hire a research company to conduct a study for them. The chapters cover these topics: What is research and how it differs from program evaluation Choosing a research topic The contribution of different disciplines to the social sciences Different research approaches in social science research Using observation in social research Using qualitative and quantitative research methods The main characteristics, advantages, and disadvantages of different sampling methods The main techniques for analyzing surveys and their advantages and disadvantages The major statistical concepts The major data analysis techniques The easiest method for social research.

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