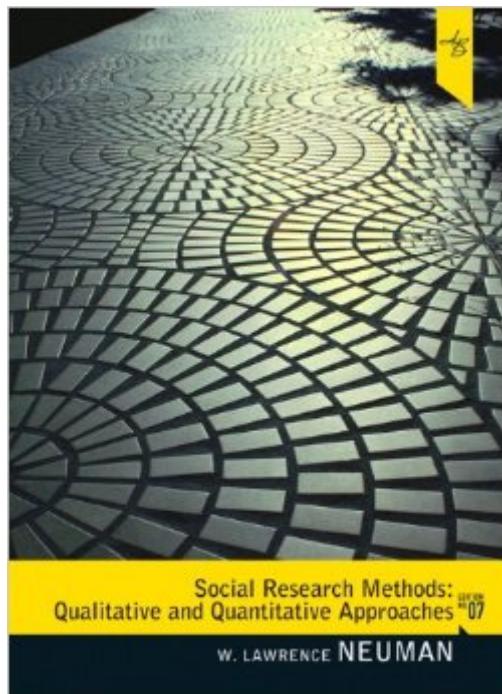


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# Social Research Methods: Qualitative And Quantitative Approaches (7th Edition)



## **Synopsis**

Social Research Methods: Qualitative and Quantitative Methods 7e is a highly regarded text that presents a comprehensive and balanced introduction to both qualitative and quantitative approaches to social research with an emphasis on the benefits of combining various approaches. Â

## **Book Information**

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## **Customer Reviews**

Neuman aims for two goals: (1) help readers understand how social scientists do research and (2) to help the reader conduct his or her own studies. It is this second goal where this book stands out as especially successful compared to commonly used texts in sociology methods courses. The book can be used as an introduction and as a resource for how to get started on a research project. It is worth keeping rather than reselling for any student who plans to use their methodological training in the future, especially those aiming for graduate studies. The preface of the book outlines how this version differs from previous editions. In short, he integrated more directly relevant examples, rewrote some of the chapters, and altered the voice to make it speak more directly about what researchers actually do. These strengthen the core contribution of the book, which is to help students cultivate the ability to actually do research. These improvements are more important than simply plugging in new figures or adding an extra chapter, which might be more obvious to the casual reader. However, the earlier version is good too, so thrifty students can probably suffice by using the 6th edition.

Very good quality book. I had an e-book version with a two-year access only (I took the class back in 2012) but I still use it on occasion as a reference book on all things research-related. When my access lapsed I decided to invest in a hard copy version. It arrived a bit early, brand new or incredibly mint condition, no complaints at all.

This book is chock full of information which for the most part is easy for the lay person to understand. It has the best Index I have ever seen which is helpful if you are one that needs to refer back on concepts.

The author brilliantly lays out the history and framework of social research. Multiple dimensions of social research methods are covered in this text, primarily the methodology behind qualitative and quantitative approaches. Also covered are topics on data measurement, theory, sampling, the literature review, and research report writing. Understanding and making sense of the material is made easier if the reader has statistical knowledge. This book is a spectacular resource and will be staying on my shelf for future reference even when I am out of graduate school (Masters in Public Administration student).

This is the most boring textbook you will ever read. It is a painful experience, and I would suggest buying it only if you are required to do so for a class.

If a reader needs a step by step discussion of every aspect of a Sociological study, how to construct it, what interview method would be best and why, etc, then this is a great introduction.

This book is filled with very important training material for any new researcher. Very well written--a good choice by my instructor.

This item was purchased for my Research Methods class. It is great in that it explains things in detail, so ease of use is a plus.

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