Using an informal approach, this is an introduction to a broad range of research methods; presumes no prior experience with statistics and emphasizes theoretical underpinnings and practical applications. Topics include the philosophy of science, the theory of measurement, a concise overview of statistical analysis, the effects of social science on individuals and society, how to go about writing a research report. Along with examples of actual research, each chapter ends with a summary, a CheckPoint and exercises that encourage students to think more deeply about issues just covered.

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