DESCRIPTION

This new textbook provides a concise but comprehensive guide to quantitative research methods for undergraduate and postgraduate students in all of the social sciences, as well as established researchers. Presented in an interesting and original way, it offers all you need to know about social survey methodology – from planning the research and developing the hypotheses to carrying out the fieldwork and analysing the findings.

ABOUT THE AUTHOR

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FEATURES

• original and hands-on guide to social survey methodology;
• enables the user to participate in an actual survey from planning the research and developing the hypotheses to carrying out the fieldwork and analysing the findings;

• leads users through questionnaire design, sampling, interviewing, coding and using SPSS;

• assumes no previous knowledge of research methods or statistics and aims to build students' confidence in using quantitative methods gradually.

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