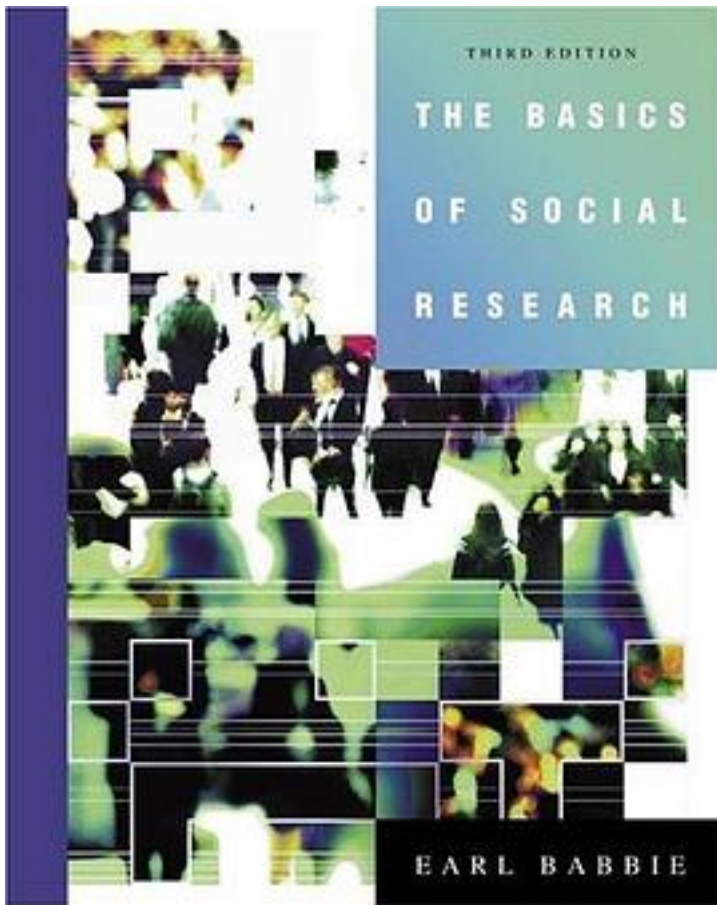


The Basics of Social Research (with CD-ROM and InfoTrac)



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著者:Earl R. Babbie

出版者:Wadsworth Publishing

出版时间:2004-02-20

装帧:Paperback

isbn:9780534630362

This is a concise, affordable, applied paperback research methods text by Earl Babbie, who defined how to teach the research methods course with his standard-setting text,

THE PRACTICE OF SOCIAL RESEARCH. The streamlined Third Edition of THE BASICS OF SOCIAL RESEARCH focuses particularly on the application of social research, emphasizing the fundamental concepts of both quantitative and qualitative research methods. Inductive chapter openings pose social research problems that are addressed and resolved in each chapter through the application of key chapter concepts. Each chapter contains detailed examples and sections on how to interpret the results of data analysis. The text provides students with the necessary tools for understanding the basics of social research methods and for applying these concepts both inside and outside the classroom.

作者介绍:

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