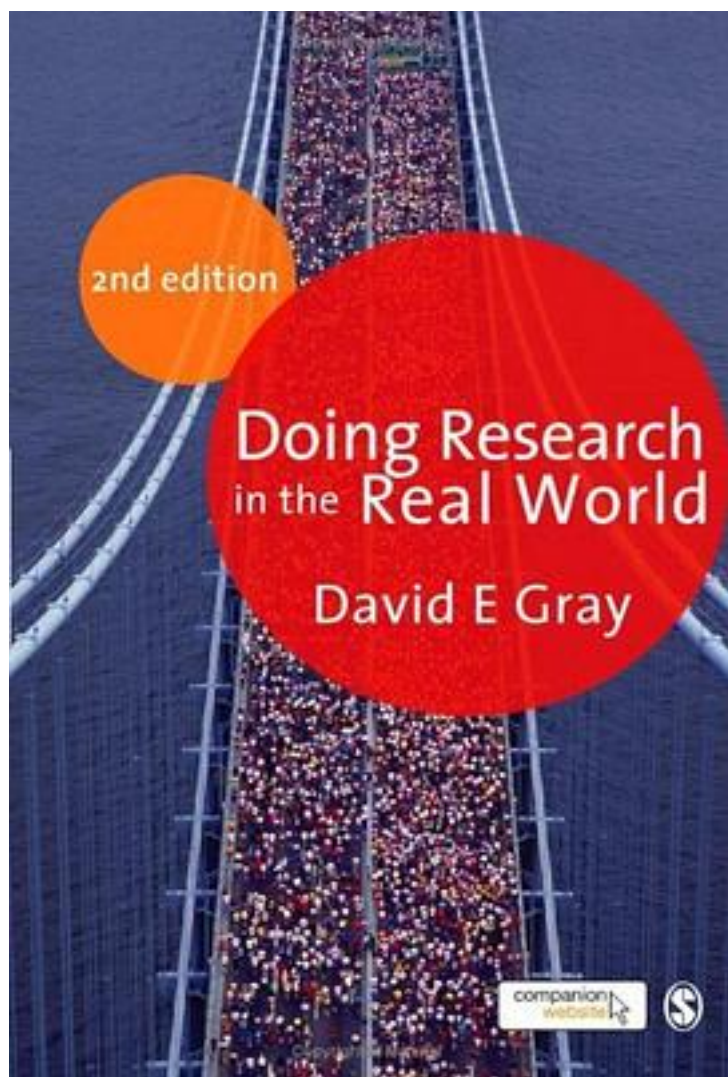


# Doing Research in the Real World (2nd Edition)



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This fully revised and expanded edition of *Doing Research in the Real World* introduces readers to all the essential aspects of the research process and will be an essential guide to any student on a research methods course.

David Gray's clear and accessible introduction starts by setting out best approaches to the design of appropriate research tools, and leads the reader in to issues of data collection, analysis and writing up. Practically focused throughout, this book encourages the reader to develop an awareness of the real nature of research, and the many means by which data can be collected, validated and interpreted.

Gray's book will help students with the full research process and covers:

How to select appropriate projects and research questions

How to decide on the most effective research design strategies

How to select and use appropriate data and literature sources

How to choose and implement methods of data collection

How to analyse and present data in a coherent and effective manner

This new edition provides five new chapters on:

Research Ethics

Searching, Reviewing and Using the Literature

Research Design using Qualitative Methods

Mixed Methods research designs,

Planning presentations

In addition a wide variety of case studies and activities and new practical 'Top Tips' for the discerning researcher have been incorporated.

Written in a lively and accessible way *Doing Research in the Real World* can be used as a set text on an introductory methods course and can be used as an essential resource for students and researchers completing research projects across the Social Sciences, Education and Business Studies.

作者介绍:

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## 书评

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