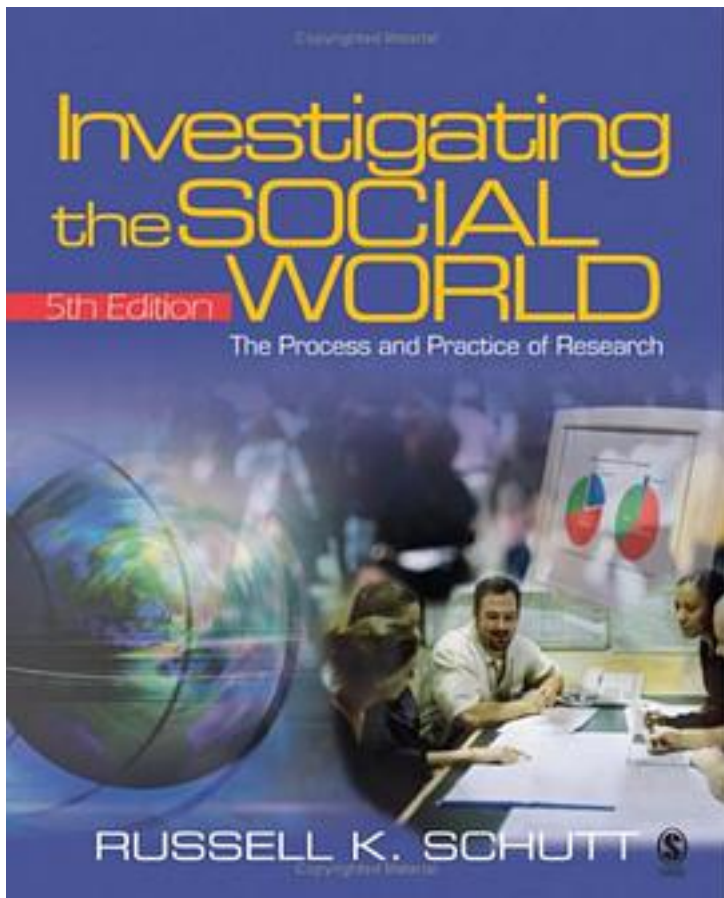


Investigating the Social World



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The most successful social research text to have been published in a generation has been updated and revised in this new sixth edition. This innovative, up-to-date, and popular text makes research come alive through research stories that illustrate the methods presented in each chapter, with hands-on exercises to help students learn by

doing. Author Russell K. Schutt helps readers connect technique and substance, understand research methods as an integrated whole, appreciate the value of both qualitative and quantitative methodologies, and make ethical research decisions. New to the sixth edition are as mentioned below. Updates and Revisions: research examples have been updated throughout the text, with many that have been added from international researchers. All end-of-chapter exercise sets have been updated. Techniques for searching and reviewing the literature and Web sites have been updated and more guidance is provided on writing the literature review. In addition, many chapters have been streamlined and reorganized for greater clarity, including those on measurement and causation and research design. Secondary Data Analysis and Content Analysis: a new chapter introduces the logic and limitations of secondary data analysis, available data sources, procedures for using ICPSR datasets, the Human Relations Area Files, and more information on content analysis. Qualitative Data Analysis: new sections have been added on conversation analysis, ethnomethodology, case-oriented understanding, and visual sociology. There is a special section on computer-assisted qualitative data analysis that introduces the HyperRESEARCH software that accompanies the text. Theories and Philosophies for Research: a revised and streamlined chapter uses international research on immigration and ethnic conflict to illustrate functionalism, conflict theory, and symbolic interactionism and to contrast positivist and interpretivist research philosophies. Unique among methods texts, this chapter emphasizes the importance of social theory and research philosophy as a foundation for social research. Research Ethics: new sections have been added in some chapters and the discussion of the role of the IRB in the third chapter has been expanded. This title is accompanied by High-Quality Ancillaries! Instructors' Resource CD-ROM provides test questions, PowerPoint slides for lectures, suggested assignments, and a review of course organization options. Student Study Web Site includes journal articles, flash cards for practicing terminology, online quizzes, and much more! Now with interactive exercises on the study site (from the student CD) - for easier access and use by students Student Resources CD: bundled with the book, contains wide-ranging data sets and interactive exercises to help students master concepts and techniques. HyperRESEARCH software includes software for qualitative data analysis.

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