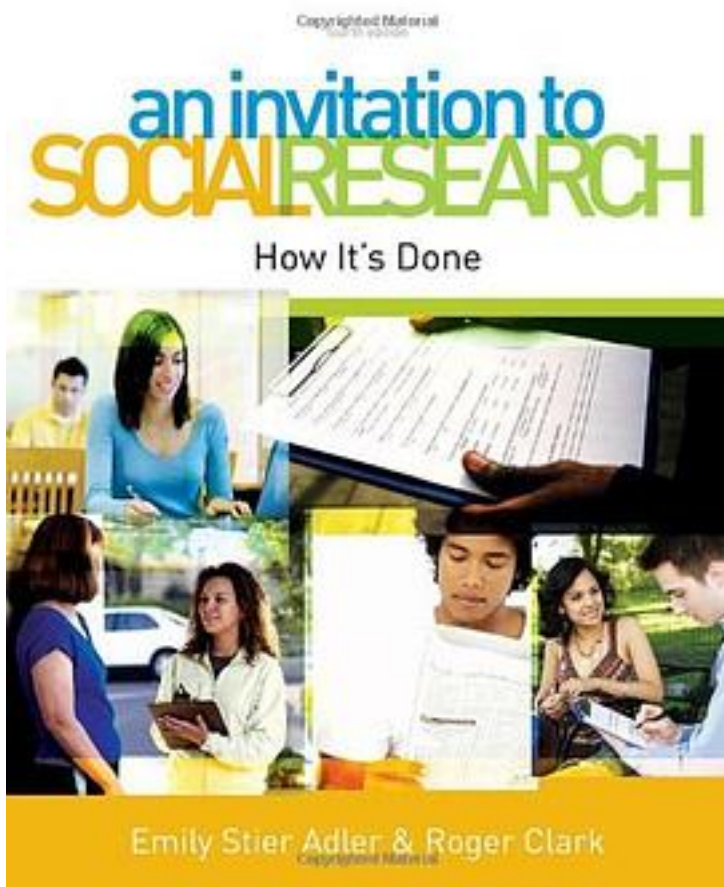


An Invitation to Social Research



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This book provides balanced coverage of quantitative and qualitative methods of social research with a unique behind the scenes approach: chapters are built on focal research pieces and excerpts from real research projects, and they present the insights and perspectives of workers conducting real-world research. The book guides readers

through the many stages of social research - from selecting a researchable question and designing a study to selecting the best method of data analysis for a particular study - and prepares them for the ethical issues and problems that they may face along the way.

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