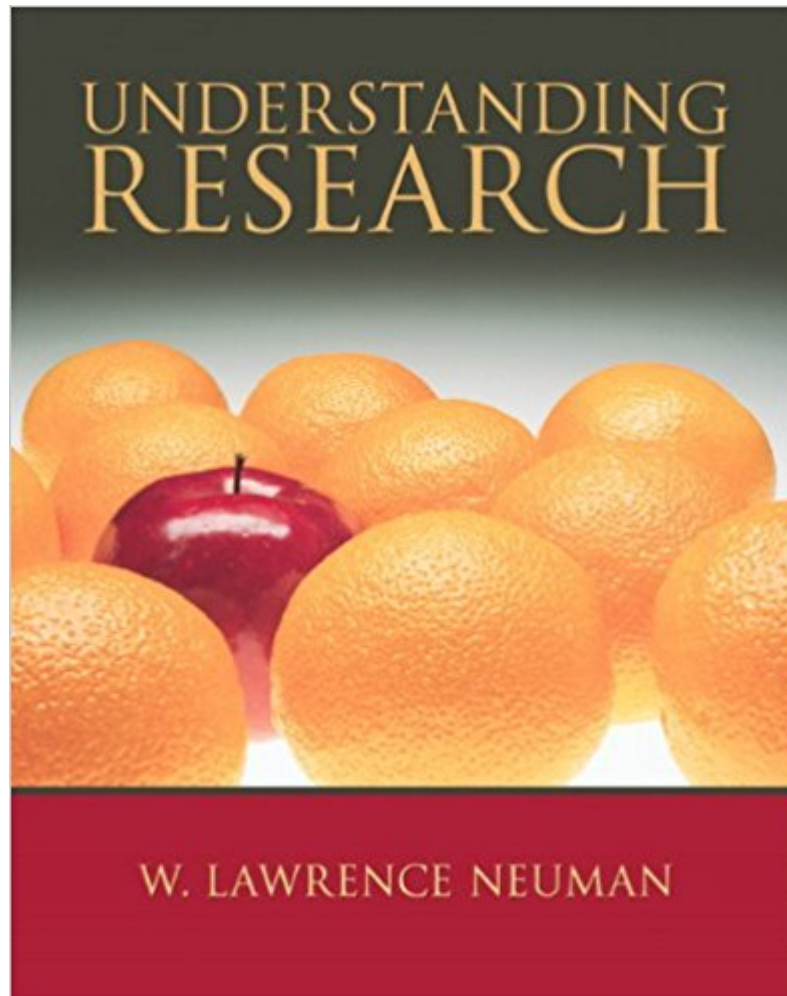




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Understanding Research



Synopsis

Understanding Research is an accessible and visually appealing introduction to research. Whether students become producers or consumers of research, this text shows them that the subject is both interesting and highly relevant for their lives and professional work.

Book Information

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Customer Reviews

Review Summary

“This section is extremely important. Information in this section would be reiterated in lecture.”
• Karen Benton Urbana University Learning from History

“This section is useful and would serve as a link to changes in modern day, ethical research practice.”
• Karen Benton Urbana University Tips for the Wise Consumer

“This section reinforces the need for students to look critically at the research process. This would be reinforced weekly in the article reviews.”
• Karen Benton Urbana University

“This is a great addition for those students who don’t foresee themselves conducting social research and is often neglected in other text books, which is a shame considering that most social science students don’t necessarily go on to produce social research of their own.”
• Molly George University of California at Santa Barbara

Strengths:

“Students will be able to apply the course concepts to other courses or in the workforce.”
• Karen Benton Urbana University

“Great examples are provided throughout the chapters.”
• Karen Benton Urbana University

“This is a very comprehensive, user-friendly text.”
• John A. Lewis University of Southern Mississippi

“The text is fluid and in-depth, but written at the appropriate level.” John A. Lewis
 University of Southern Mississippi Content Chapter 8: Research with Nonreactive Members
 “This chapter was thorough, used great examples, and provided a balanced assessment of
 the strengths and weaknesses associated with using nonreactive measures.” I was impressed
 with the extensive descriptions the author provided to illustrate the key concepts related to this
 topic. Molly George University of California at Santa Barbara Chapter 9: Making
 Sense of Numbers “The author did an excellent job introducing this chapter and presenting
 the fundamentals of quantitative research.” I know this is often the most intimidating and most
 difficult topic for most of my students. I feel that the author’s use of examples and
 clear explanations works well. Molly George University of California at Santa Barbara Chapter 10: Field Research and Ethnography “This is one of the strongest, most
 comprehensive explanations of field research that I have encountered in a social research text
 book.” As an ethnographer, I am often disappointed with the superficial description of this
 approach. More specifically, I appreciated the inclusion of contemporary qualitative research to
 illustrate key issues/concerns with this approach. Molly George University of California at
 Santa Barbara Features “Making It Practical” “I think Making it Practical
 provides a very useful, straight-forward explanation of how to put field work principles into
 practice.” Molly George University of California at Santa Barbara “Example
 Study” “The study chosen as an example in Chapter 10 is excellent!” It is one of my favorite studies produced this past year and using various elements of
 the project to illustrate different issues and abstract concepts in field work is a great idea. Molly
 George University of California at Santa Barbara Writing Style “The
 author’s writing style is clear and well-organized.” Molly George University of
 California at Santa Barbara “The writing style was excellent.” John A. Lewis
 University of Southern Mississippi

Neuman, Understanding Research © 2009 ISBN: 0-205- 47153-6 Understanding
 Research is an accessible and visually-appealing introduction to research across a wide range
 of academic fields and applied professions. It builds a broad foundation that will prepare you for
 more advanced courses in research and statistics; shows you how to evaluate and understand the
 significance of published studies; and illustrates the usefulness of research in a variety of real
 settings. Whether you become a producer or consumer of research, Understanding Research
 demonstrates that the subject is both interesting and highly relevant to your personal and working

life. Key Features: Covers all major social research concepts and builds a broad foundation that will prepare students for more advanced courses in research and statistics. Develops critical reading skills to enable students to evaluate and understand the significance of published studies. Includes examples and illustrations from a broad range of academic disciplines. Engages students and illustrates utility of research in a variety of “real” settings.

This book was extremely helpful in understanding the research process and why it is done a certain way. I went back to school at age 28 to finish my undergrad. This was one of the most helpful text books I could find.

Great book for the class I was taking

I needed this book for my class but i definitely did not want to spend a whole lot of money on it, so i rented it from . I knew that the book would be used, and i did not mind that. but the entire book was written on so much that sometimes you can't see the words. I am just hoping that i will not be charged for this book because of that, because it was not my doing. but the content of the book served its purpose for my class.

good

Makes challenging concepts easy to digest for any sociological study or analysis. Great for foundational work, refreshers or as support for counselors, researchers and professors.

This book really help me in this course. I wasn't sure if I was going to understand the text being taught in the course but the book was not very hard to read. The definitions were very clear and short.

Fantastically easily & understandable book. Has great subject matter that flows well. I highly recommend this text for anyone having to do required research.

Very compacted and quick introduction of research. Some better examples of formatting would have been very helpful. Still a bit dry in reading.

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