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Approaches to Social Research

Royce A. Singleton, Bruce C. Straits

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Opening chapters draw students into the subject by illustrating the practicality of the study of research methods and outlining the scientific foundations of social research. The text then follows a typical research project, beginning with research design, measurement, and sampling. It proceeds with data collection and concludes with data processing and analysis. This fourth edition includes new and revised chapters that address the role of emerging technologies and the Internet in social research. Extensively updated research examples and a clear exposition make complex issues accessible to students with no background in social research. *Approaches to Social Research, Fourth Edition*, is an ideal textbook for graduates and advanced undergraduates in the social sciences, and it also provides important guidance for researchers in sociology and related disciplines.

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