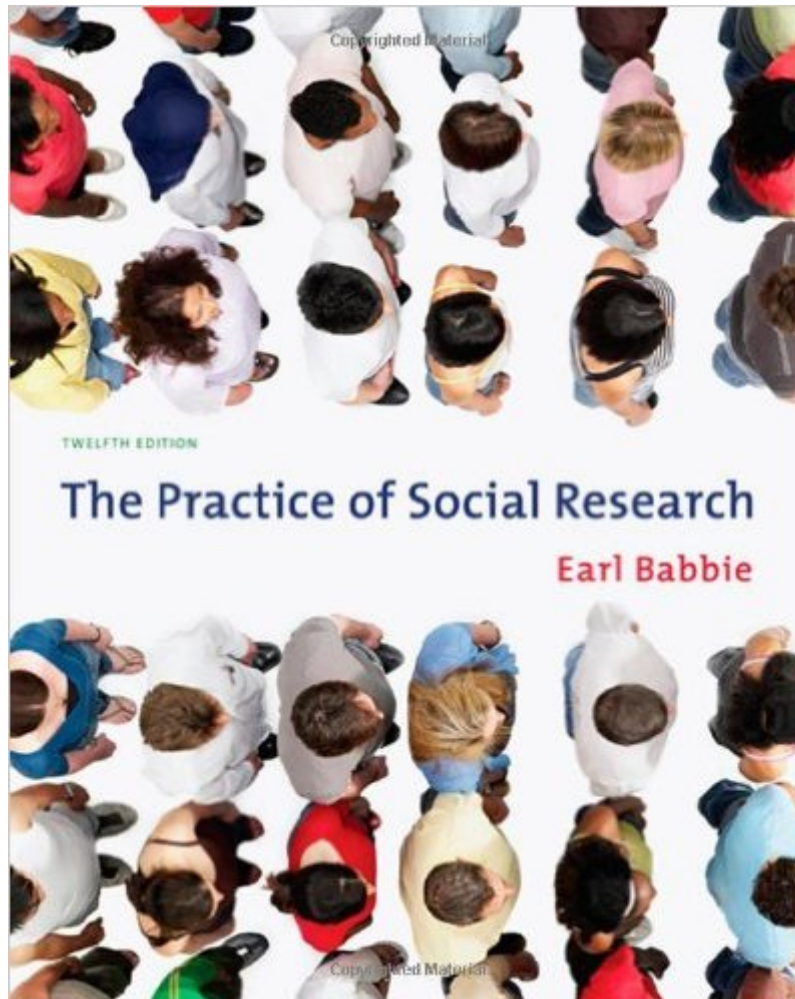


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The Practice Of Social Research (Available Titles CengageNOW)



Synopsis

Known as the gold standard of research methods texts, *THE PRACTICE OF SOCIAL RESEARCH*, 12th Edition, is a comprehensive, straightforward introduction to the field of research as practiced by social scientists. This best-selling text emphasizes the research process by showing readers how to design research studies, introducing the various observation modes in use today, and answering questions about research methods--such as how to conduct online surveys and analyze both qualitative and quantitative data. *THE PRACTICE OF SOCIAL RESEARCH* provides the tools readers need to apply social research concepts inside the classroom and out, and as both researchers and consumers.

Book Information

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Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (35 customer reviews)

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Customer Reviews

Although several reviews criticized the author. I believe the author has gone the extra mile to present social research analysis with a more simplistic method from other authors such as Cresswell. Do not worry about the jokes the author makes, not the best ones, however, but if you stick to the reading and forget about the jokes, you will be amazed to how much you will be able to grasp about social research.

I consider this the bread and butter for anyone studying Sociology and learning how to collect data. This helped me with research for history classes as well. It is important to be able to know how to

interpret and understand collections of data. Babbie helps you do that. If anyone thinks it is expensive, my university wanted \$250 for it new. Just some insight on prices.

I think this topic is quite boring so I'm impressed with how well the author livens it up and makes things easy to understand. Its a tough topic but this book does it as good as I can imagine it being done.

Excellent textbook! The best I've read on this topic. Very well organized, clear, and accessible. The only thing that is annoying is the size of the text. I wish I didn't have to use a magnifying glass to read it.

Got this as an assigned book for a class. The author makes what might seem like a complex topic really easy to read about and understand. Great examples help you "get it," and he has a sense of humor that makes it almost seem like light reading. Highly recommend it.

I'm going to keep this short, because if you're buying it, you probably need the book for some specific reason and don't care about the reviews. So, in short: this is one of the clearest, most concise, most readable textbooks I've used on any subject. The subject could be treated in a much more boring way, but Babbie keeps it interesting and relevant. Well done.

I have a masters degree in Social Work, and although I'd love to teach college students someday, there's a reason I stopped with my Master's. I hate doing research. This was the required text for my research seminar in grad school. To me, reading about how to do research is one of the most arduous tasks, but this book wasn't horrible to read, and was actually quite helpful to me in executing my research project. I ended up with an A, so the text did the job for me.

Babbie did a fantastic job of making sure that the readers have a firm understanding of the material that is covered. His use of examples go a long way in the learning process, and his use of humor goes even further with entertainment-centered college students!

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