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This text provides a comprehensive guide to doing research in the social and behavioral sciences_from research design and sampling to collecting and analyzing data. Rich in examples, the book has been revised and updated to provide today's students with a conceptual understanding of each qualitative and quantitative technique, as well as showing them how to use it.

"The main strength of this text is coverage of both quantitative and qualitative methodology from a broad range of fields. The examples are often my students' favorite thing to discuss in class."
-Erica B. Gibson, University of South Carolina

"Bernard does an excellent job of not only showing how to practice research but also provides a detailed discussion of broader historical and philosophical contexts that are important for understanding research." -Julian Kilker, University of Nevada, Las Vegas

"The depth of detailed descriptions (foundations of social research; interviewing, participant observation, field notes, and data analysis) go beyond other texts_the organization is superb."
-Benedict J. Colombi, University of Arizona