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Understanding the Social World: Research Methods for the 21st Century is a textbook for the fast-paced, globally interconnected social world of the new century. Bestselling author Russell K. Schutt rises to the research requirements of a social world shaped by big data and social media, Instagram and avatars, blogs, and tweets; and he confronts the research challenges created by cell phones, privacy concerns, linguistic diversity and multicultural neighborhoods. Understanding the Social World is visually sleek, taking students across disciplinary and national boundaries and transcending past research debates by emphasizing mixed methods, concern for human subjects, and application of results. Accessible, with timely examples and engaging exercises, this title brings a new and clear understanding to the practice and process of research