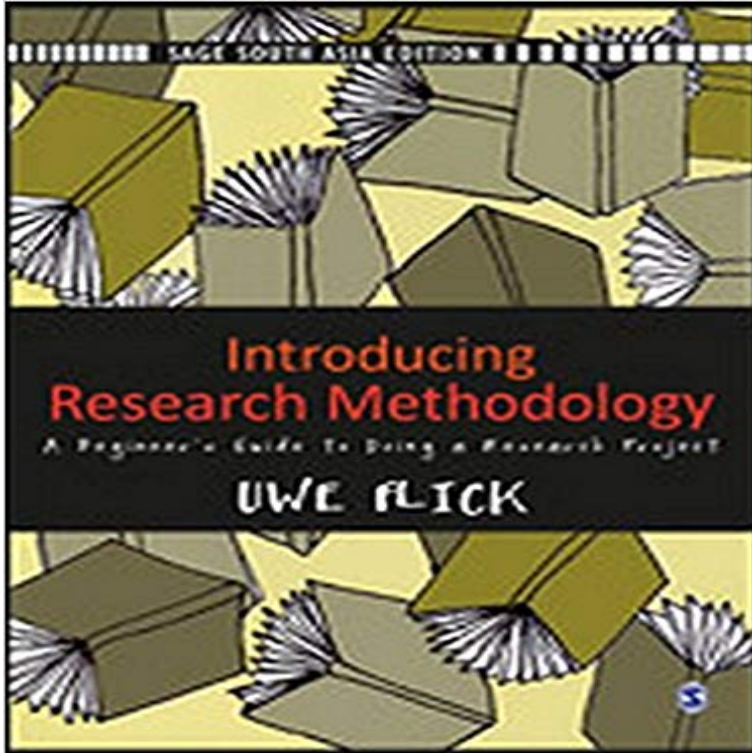


Introducing Research Methodology: A Beginners Guide to Doing a Research Project



In this new book, specifically written for first time researchers and students, Uwe Flick, author of the highly successful Introduction to Qualitative Research, focuses on the process of producing an undergraduate research project. Introducing Research Methodology gives readers the fundamental data collection and analysis skills that they need for their first project, as well as a good understanding of the research process as a whole. It covers both quantitative and qualitative methods, and contains lots of real-life examples from the authors own research. Its contents include: Introductions to the basics of qualitative and quantitative research methods A beginner s guide to issues of theory and methodology Advice on searching, reading and reviewing the literature A guide to research desing Core guidance on the basics of data analysis Heop with writing up Coverage of research ethics As well as practical research techniques, Flick provides a basic explanation of methodological issues such as research planning, the quantitative/qualitative debate and the wider social role of research, linking these to real world issues and examples and the actual task of researching and writing a project.

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