



The Practice of Social Research

By Earl R. Babbie



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A straightforward, comprehensive, and approachable guide to research as practiced by social scientists, the Fourteenth Edition of this "gold-standard" book gives readers the tools they need to apply research concepts practically, as both a researcher and a consumer. The author emphasizes the process by showing readers how to design and construct projects, introducing the various observation modes in use today, and answering critical questions about research methods—such as how to conduct online surveys and analyze both qualitative and quantitative data.

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"Babbie is the foundational text that all other Research Methods texts are compared to."

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About the Author

Earl R. Babbie graduated from Harvard University before enlisting in the U.S. Marine Corps. He received his Ph.D. from the University of California, Berkeley, and began teaching shortly thereafter. Credited with defining research methods for the social sciences, Dr. Babbie has written several texts, including the bestselling THE PRACTICE OF SOCIAL RESEARCH and THE BASICS OF SOCIAL RESEARCH.

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