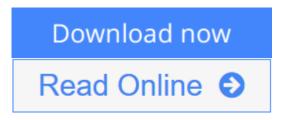


# The Practice of Social Research. Earl Babbie

By Earl R. Babbie



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A straightforward, comprehensive, and approachable guide to research as practiced by social scientists, the Thirteenth Edition of Babbie's "gold-standard" text gives you the tools you need to apply research concepts practically, as both a researcher and a consumer. Babbie emphasizes the process by showing you 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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QUANTITATIVE AND QUALITATIVE. 4. Purpose and Design of Research Projects 5. Sampling Logic. 6.
From Concept to Measurement. 7. Typologies, Indexes, and Scales. PART III: MODES OF OPERATION:
QUANTITATIVE AND QUALITATIVE. 8. Surveys. 9. Experiments and Experimentation. 10. Unobtrusive
Measures. 11. Paradigms, Methods, and Ethics of Qualitative Field Research. 12. Evaluation Research:
Types, Methods, and Issues. PART IV: ANALYSIS OF DATA: QUANTITATIVE AND QUALITATIVE.
13. Analyzing Qualitative Data. 14. Analyzing Quantitative Data. 15. Origins and Paradigm of the
Elaboration Model. 16. Methods of Statistical Analysis. 17. Consuming and Creating Social Research.

#### 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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