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• Prepares students to conduct their first empirical research study, with quantitative and qualitative methods covered in detail. Common features as well as differences between the two research approaches are explored. • While theoretical material is included, the emphasis is on providing practical, easy-to-

follow advice on how to conduct a first research project. • Unlike most texts with hypothetical examples, this text—with real examples written by a variety of published researchers—makes research methods come alive. Students see how research methods are used to explore important, contemporary problems. • Factual Questions at the end of each chapter help students review key concepts covered in the chapters. • Questions for Discussion encourage students to consider specific techniques and strategies that they might use while conducting their research.

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• The detailed step-by-step directions make it ideal for use by students who are conducting their first research project. • The large number of examples throughout the text makes the steps in conducting a survey clear and easy to follow. • Covers only methods that are realistic for use by students who are conducting a survey within a single semester. • For data analysis, the emphasis is on the use of basic statistics, with the computation of a small number of descriptive statistics illustrated. Easy-to-calculate margins of error are also illustrated. • The firsthand experience of conducting a survey as a term project helps students understand both the contributions and limitations of survey research methods. • Successfully conducting a term-project survey can give students the confidence to work on more elaborate studies in the future, such as research for a master's degree project.

This book offers a comprehensive and well-rounded view of research as a tool for problem-solving in the wide range of the social sciences. It is built on the foundation of philosophical pragmatism, postulating that the value of knowledge and research methodologies lie in their usefulness in engaging with the real world. The book synthesizes both positivist and non-positivist methodologies. It is meant for students who are undertaking their first research course or project. The techniques, while basic in nature, are used in many masters and doctoral research studies. The book uses engaging language, real-life examples from various subject areas and follows an inductive approach. With the help of this book,

from an experiential base, students should be able to build a more advanced conceptual and theoretical understanding of research through further reading and practice. This book discusses a policy-applied-pure-action model of research covering both quantitative and qualitative methods for case study, survey and experimental designs. It pays considerable attention to measurement principles and to data analysis techniques that make practical use of Microsoft Excel for analysis of both words and numbers. It includes a building block approach to writing, as well as the author's thoughts on application of research in the real world.

The only book currently available that comprehensively integrates research and evaluation for evidence-based library and information science practice.

This is an invaluable, concise, all-in-one guide for carrying out student research and writing a paper, adaptable to course use and suitable for use by students independently, it successfully guides students along every step of the way. Allows students to better manage their research projects Exercises and worksheets break down the research process into small steps and walk students through each stage of the research project Offers real-world and lively examples that are attractive and relevant to students Based on twenty years of experience in teaching research techniques to students in a way that avoids the methodology "overkill" from encyclopaedic and intimidating textbooks Accompanying website includes powerpoint lecture slides for instructors and helpful links to video resources for student. Visit [www.wiley.com/go/wang/researchreportwriting](http://www.wiley.com/go/wang/researchreportwriting)

This useful guide educates students in the preparation of literature reviews for term projects, theses, and dissertations. The authors provide numerous examples from published reviews that illustrate the guidelines discussed throughout the book. ? New to the seventh edition: ? Each chapter breaks down the larger holistic review of literature exercise into a series of smaller, manageable steps Practical instructions for navigating today's digital libraries Comprehensive discussions about digital tools, including bibliographic and plagiarism detection software Chapter activities that reflect the book's updated content New model literature reviews Online resources designed to help instructors plan and teach their courses ([www.routledge.com/9780415315746](http://www.routledge.com/9780415315746)).

This text provides comprehensive advice on how to build a successful grant proposal, from the top down and from the bottom up. Editor Robert J. Sternberg gathers editorial expertise from distinguished members of associations in the Federation of Associations of Behavioral and Brain Sciences, which includes some of the most successful grant applicants and grant givers in the field of brain and

behavioral sciences. The chapter authors offer readers practical advice on planning, executing, submitting, and revising grant proposals in order to maximize their chances of success. Exploring both grant writers' and grant providers' perspectives, *Writing Successful Grant Proposals from the Top Down and Bottom Up* provides valuable insight into general strategies on how to write and submit proposals, as well as detailed information on the various types of proposals needed to reach particular research and teaching goals.

- Designed for students who will be writing research proposals, reports, theses, and dissertations. • The 15 chapters cover 191 guidelines for effective scientific writing. The guidelines are fully illustrated with easy-to-follow examples. • The guidelines describe the types of information that should be included, how this information should be expressed, and where various types of information should be placed within a research report. • End-of-chapter questions help students master the writing process.

- Provides step-by-step guidance for students who will be conducting their first surveys to collect factual information, measure attitudes, and evaluate products, services, and programs using questionnaires. • Each chapter is structured around easy-to-follow guidelines. • Numerous examples illustrate the guidelines. The examples are on timely topics of interest to students. • This short book is an ideal supplement for guiding students through a class project. At the end of Chapter 1, they write the objectives for their questionnaires. They then follow the guidelines in subsequent chapters to complete their project. • Exercises at the end of each chapter allow students to practice their newly acquired skills. • Students learn that using questionnaires in research is both an art and a science—with principles that need to be followed for efficient, effective data collection. • Thoroughly field-tested for student interest and comprehension, this book is sure to please both you and your students. • We've had highly positive feedback from the numerous professors who have adopted this book to guide students in conducting term projects.

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