



## Doing Research in the Real World

By David E. Gray

Sage Publications Ltd, United Kingdom, 2014. Paperback. Book Condition: New. 3rd Revised edition. 244 x 172 mm. Language: English . Brand New Book. Available with free access to the interactive ebook for 12 months when you buy the paperback version, this is the companion for any student undertaking a research project. It guides you smoothly through the research process from start to finish setting out the skills needed to design and conduct effective research and introduces the reader to the reality of conducting research in the real world. It gives practical advice on how best to select appropriate projects, design strategies, sources and methods and provides the tools needed to collect, analyze and present data. Applicable to any discipline and firmly rooted in the practicalities of research there are new and exciting chapters on: - Using SPSS for quantitative data analysis - Sampling strategies in quantitative and qualitative research - Approaches to secondary analysis - Using focus groups - Ethnography and participant observation Packed full of learning features and fully supported by an interactive ancillary material available from the companion website this book enables you to develop your own research. Each chapter contains case studies, student activities and top tips...



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