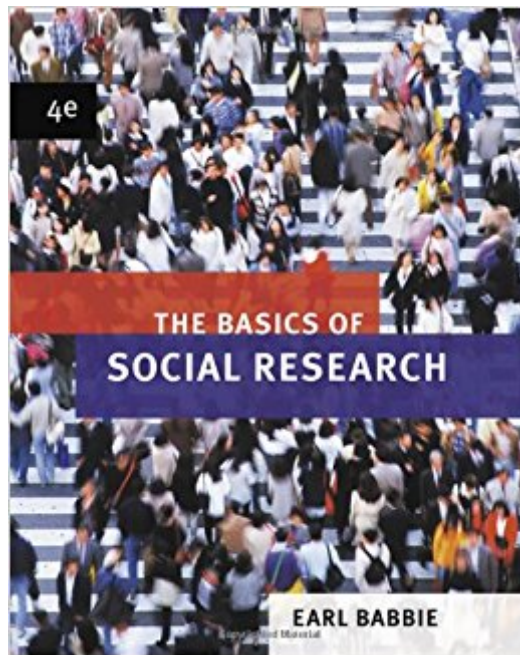




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# **The Basics Of Social Research (Available Titles CengageNOW)**



## Synopsis

This thorough revision of Babbie's standard-setting book presents a succinct, straightforward introduction to the field of research methods as practiced by social scientists. Contemporary examples+such as terrorism, Alzheimer's disease, anti-gay prejudice and education, and the legalization of marijuana make this Fourth Edition thoroughly fascinating as it introduces you to the "how-tos" and "whys" of social research methods. The book's new qualitative coverage combined with its already strong quantitative material makes this new edition Babbie's best yet. Babbie, long respected in the field and renowned for his engaging and friendly writing style, gives you the tools you need for understanding social research methods and for applying these concepts both inside and outside the classroom+as a researcher and as a consumer of research. With a strong emphasis on ethics and additional qualitative material, this Fourth Edition is authoritative yet student-friendly . . . and engaging enough to help you connect the dots between the world of social research and the real world.

## Book Information

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Average Customer Review: 4.5 out of 5 starsÂ Â See all reviewsÂ (12 customer reviews)

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## Customer Reviews

I have used this book in my research methods course. While Babbie uses MANY examples which are helpful (not sure about the previous reviewer mentioning comedy b/c there is none) he also gets bogged down using personal examples that are NOT helpful. There is one section in particular where Babbie uses a personal example in the form of crosstabs which is so difficult to follow that I couldn't even understand it. I have tried to get away from the text but it appears that the market is

saturated with mediocre research methods texts. I have tried Understanding Research which is miserable and will be trying How It's Done next semester in an effort to find a better text than the Babbie text. Hence, while Babbie's text is imperfect, it is better than many other texts out there!

This book made a rather dry subject mostly easy to understand and had funny parts to it. (Like alternate definitions in the back, that are plays on words.) I used it for my Intro to Research class at the University of Oregon. It arrived quickly. I was unable to sell it back when I was done because two newer editions are already out, however, I knew this when I bought it. I think I only paid like \$14 because our instructor wanted us to be able to save money on textbooks and allowed us to go up to 3 editions back. So, paying \$14 with nothing back is better than paying \$50+ for the new edition and getting like 1/2 the money back.

This author does really well with speaking directly to the reader to ensure that they understand the many different sociological processes. He also will reiterate some of the more difficult concepts so that the reader gets a full understanding of the subject matter as well as give real life examples.

I love anything that helps you comprehend people and their behavior, I bought this book for school and my teacher really put it to good use. And I actually enjoyed reading the material and the way it was presented.

Because I received my book in a timely manner. The book it's self has alot of good information that I definately need to know to successfully pass the class im currently taking.

Ordered The Basics of Social Research as a required text for class. The book was helpful and received in great condition.

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