



Approaches to Social Research

Royce Singleton, Bruce C. Straits

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Thoroughly revised and updated, the third edition of this successful text offers a wealth of new research examples and references, accessible diagrams of essential concepts and processes, and extended coverage of core methods and recent developments. Ideal for introductory methods courses, as well as for advanced undergraduate and graduate courses, *Approaches to Social Research* strikes an important balance between specific techniques and the underlying logic of social inquiry -- the how-to and wherefore of research. Opening chapters draw students into the subject by illustrating the practicality of the study of research methods, outlining the scientific and logical foundations of social research. The text then follows a typical research project beginning with research design, measurement, and sampling, proceeding with data collection, and ending with data processing and analysis. The authors provide a balanced treatment of the four major approaches to research -- experimentation, survey research, field research, and the use of available data -- bringing the material to life with numerous examples drawn from both classic and current research. While advocating a multiple-methods strategy that treats the approaches as complementary rather than as mutually exclusive, it furnishes a detailed account of the process as well as the advantages and disadvantages of carrying out research with each approach. Extensive substantive examples and a clear exposition make complex issues accessible to students with no background in social research.

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