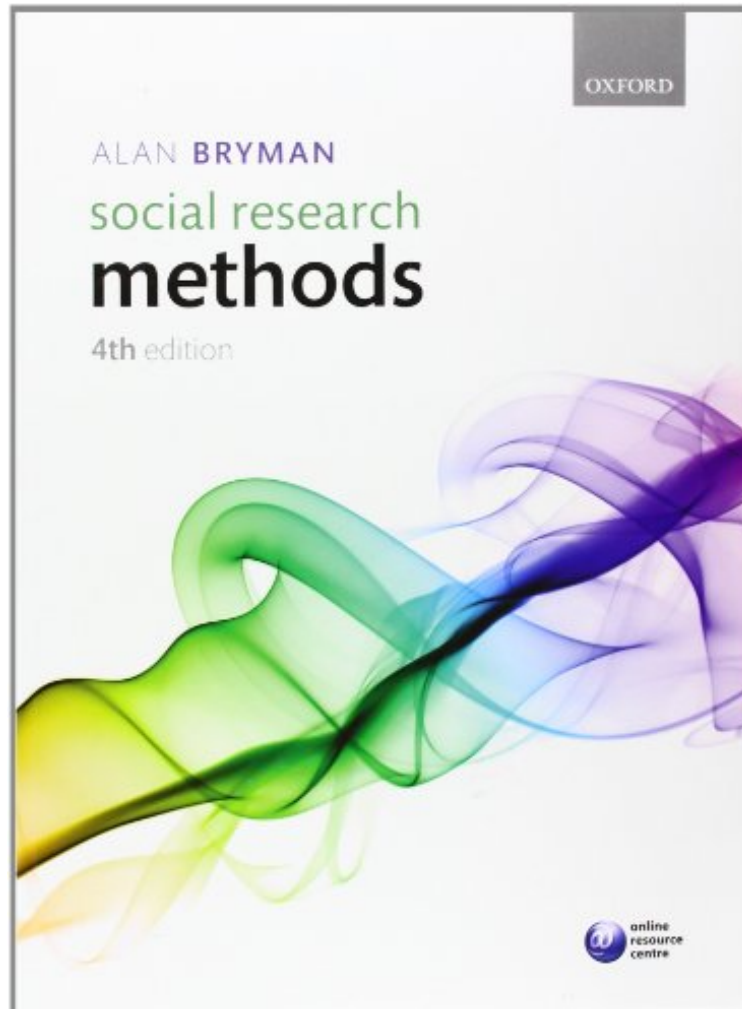


## Social Research Methods, 4th Edition

Alan Bryman

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7 of 8 people found the following review helpful. A great reference for understanding researchBy Stephen C. BurganI am in the beginning stages of writing my Proposal for my dissertation on the adoption of project management in organizations. One of the biggest challenges I am facing is writing Chapter 3 - Research Design. "My research design is based on a single case study on an organization using a mixed methods approach with an embedded unit of analysis developed from a stratified purposive sampling."That statement is the first sentence in Chapter 3 of my Proposal. I could not have written that statement without this book. It has taken me nearly a year to understand enough about social science research to be able to write that sentence. After I purchased this book, I was able to make sense of all

different research approaches, population and sampling techniques, and data collection and analysis within a month. I constantly use the material in this book to defend my research design with my Committee. I have bought over a dozen other books on research design, but this book is the best. I donated many of the other research books I had to the local library. I decided I did not want to waste shelf space in my library for a book that didn't provide me any benefits. Alan Bryman's book is well organized, the color formatting makes it easy to read, and the page layout of tips and examples are very helpful. The author and book editors should both be praised for their integration of content and presentation of a subject matter that has been very difficult to comprehend. If you are struggling with research design as I was, buy this book. It has helped me understand one of the most complicated sections of writing my dissertation. 0 of 0 people found the following review helpful. HiBy Berwa Good guidelines on what to do and how to do it when writing a dissertation. Also, many examples used by authors. 2 of 2 people found the following review helpful. Social Research Methods By Dmytro A very good and comprehensive textbook on social research methods. I am using it as a reference book whenever I need to review/refresh certain elements of the social research methodology. I like that it has a lot of examples illustrating concepts. The book is quite suitable for a practitioner's needs, but if you decide to write a research thesis it is even better as it describes all the stages of the dissertation writing process.

In the fourth edition of this lively and engaging textbook, Alan Bryman presents students with an updated and all-encompassing guide to the principle techniques and methodology in the field of social research. Adopting a coherent and student-friendly format, the book offers an encyclopaedic introduction to social research methodology, and considers a broad range of qualitative and quantitative methods to help students identify and evaluate the best approach for their research needs. Building on the success of the previous editions, this book is concerned with the ways that social researchers approach their craft. Bryman guides the reader through all aspects of the research process including formulating objectives, choosing research methods, securing research participants, as well as advice on how to effectively collect, analyse and interpret data and disseminate those findings to others. This fourth edition features a new "supervisor experience" feature, which offers helpful tips from the supervisor's perspective on successful research, as well as a new chapter which tackles the sampling issues faced by qualitative researchers in a more consolidated fashion than in previous editions. Substantial updates have also been made to the existing material, particularly the internet research section, which has been fully revised to accommodate the extensive developments in this area. Online supplements For students: \* A student researcher's toolkit, providing guidance and advice on every aspect of social research \* Student experience podcasts \* Self-marking multiple choice questions for revision \* Annotated web links to useful articles, reviews, models and research guides \* A guide to using Excel in data analysis For instructors: \* A lecturer's guide including lecture outlines, reading lists and teaching activities \* A suite of customisable PowerPoint slides \* Figures and tables from the text \* Case studies

Alan Bryman is to Research Methods as Paganini to the violin: he makes a daunting, complex field accessible, informative, enlarging and pleasurable. This is already "required reading" in the field. The new edition is so good that it is now "required reading" on pain of death. Chris Rojek, Professor of Sociology and Culture, Brunel University Perfectly organised and precisely written, Bryman's Social Research Methods remains the essential text for anyone interested in how to do social research. The book will continue to underpin research methods teaching across the social sciences, and to shape, guide, and spur on the work of current and future generations of social researchers. Richard Giulianotti, Professor of Sociology, Durham University Alan Bryman is one of the very few working social researchers who are as comfortable with qualitative research as quantitative. That he can communicate clearly his enthusiasm and expertise in decent prose, with a sensitive eye to the student experience, is a bonus. This new, fourth edition of Social Research Methods can only enhance the reputation of its predecessors. As a one-stop, authoritative handbook, there are no serious competitors. Richard Jenkins, Professor of Sociology, University of Sheffield About the Author Alan Bryman is Professor of Organisational and Social Research at the University of Leicester.