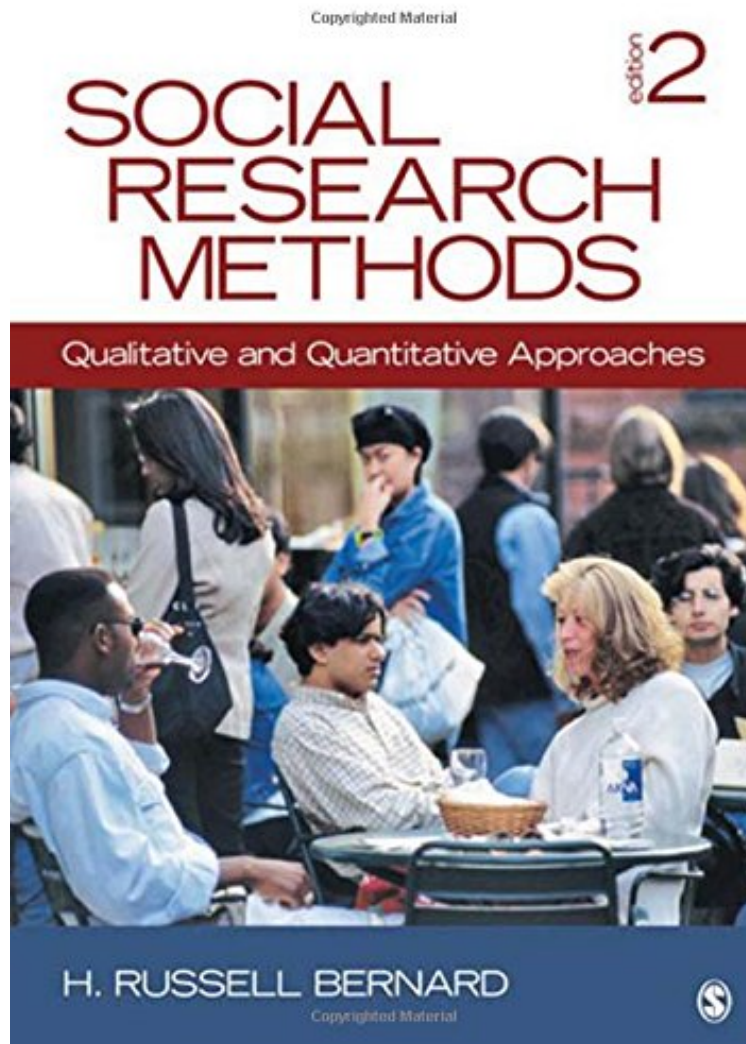


Social Research Methods: Qualitative and Quantitative Approaches

H. Russell Bernard

*ebooks | Download PDF | *ePub | DOC | audiobook*



DOWNLOAD



+

READ ONLINE

#886894 in Books Sage s Inc, Hardcover(2012) 2012-03-02Original language:EnglishPDF # 1 10.10 x 1.40 x 7.20l, 3.15 #File Name: 1412978548824 pages | File size: 69.Mb

H. Russell Bernard : Social Research Methods: Qualitative and Quantitative Approaches before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Research Methods: Qualitative and Quantitative Approaches:

0 of 0 people found the following review helpful. Needed it for class. The author attempts to write ...By Laila TomkinsonNeeded it for class. The author attempts to write in a semi-chatty way which is ok for a novel or pleasure reading,but for academic I prefer to have the information delivered in a clear, professional way/manner. Terms are introduced without cleardefinitions and there is no glossary, so you're left to get the definition from a page of examples which is far fromideal as it leaves ideas open to interpretation. Half the time I can't connect the examples to the terms and am left togo searching for more comprehensive sources.1 of 1 people found the following review helpful. Wordy

and poorly organized, but what's the alternative? By Trevor Burnham This book was the main textbook for a graduate-level course on research methods that I took, which was aimed at an interdisciplinary audience of students with diverse backgrounds. This book is enjoyable when it gives examples of previously conducted studies, but otherwise both dry and unclear. Frustratingly, terms are rarely defined when they are introduced, which might make this book more practical as a reference than as an introduction to students unfamiliar with the subject. The chapters on statistics are particularly unenlightening; I would strongly recommend a separate book on the subject targeted to the reader's particular needs and interests (for instance, an econometrics text for those using economic methodologies). Unfortunately, there is no perfect text on the subject of research methods for the social sciences, so you might have to stick to this one. If that's the case, my advice is to supplement it heavily with other resources. Enjoy the case studies, but don't expect to understand the terminology or to get a concrete, step-by-step tutorial on implementing the methods listed in this lengthy primer. 0 of 0 people found the following review helpful. Unengaging By J. Bradley Unnecessarily verbose, boring and hard to focus on the content. I have this as a required reading text.

H. Russell Bernard's text provides a comprehensive guide to doing research in the social and behavioral sciences, from the foundations and research design, to collecting and analyzing data. Rich in examples, *Social Research Methods: Qualitative and Quantitative Approaches* has been revised and updated to provide today's students with a conceptual understanding of each technique, as well as showing them how to use it.

The main strength of this text is coverage of both quantitative and qualitative methodology from a broad range of fields. The examples are often my students' favorite thing to discuss in class. --Erica B. Gibson (10/28/2011) "Bernard does an excellent job of not only showing how to practice research, but also provides a detailed discussion of broader historical and philosophical contexts that are important for understanding research. --Julian Kilker (10/28/2011) "The book includes a thorough presentation of quantitative and qualitative methods, including formulas and statistics for quantitative methods. Bernard is one of very few methods authors who includes and explains statistical methods, not just the methods used. Moreover, the book is very comprehensive and uses lots of examples to explain the material in depth. --Monika Ardel (10/28/2011) "The depth of detailed descriptions (foundations of social research; interviewing, participant observation, field notes, and data analysis) go beyond other texts that I'm aware of, and the organization is superb. The text contains strong descriptions of positivist versus humanistic traditions and splits in social research. It also includes great detail on how to successfully operationalize research variables. The discussion on theory as a mechanism and how to choose problems is easily understood and effective. Moreover, the author's emphasis on making personal interest a high priority in choosing a research topic is critical and primary. --Benedict J. Colombi (10/28/2011) "There is considerable detail on the history and philosophical foundations of social and behavioural research, ranging from the 'what' to the 'how-to' of social research. To make sure the message of each chapter is clearly communicated [Bernard] employs a wealth of examples and reading lists. He also provides the reader with a description of key concepts employed in each chapter." --Maryam Nazari G.E. Gorman "Online Information " The main strength of this text is coverage of both quantitative and qualitative methodology from a broad range of fields. The examples are often my students' favorite thing to discuss in class. --Erica B. Gibson (10/28/2011) " Bernard does an excellent job of not only showing how to practice research, but also provides a detailed discussion of broader historical and philosophical contexts that are important for understanding research. --Julian Kilker (10/28/2011) " The book includes a thorough presentation of quantitative and qualitative methods, including formulas and statistics for quantitative methods. Bernard is one of very few methods authors who includes and explains statistical methods, not just the methods used. Moreover, the book is very comprehensive and uses lots of examples to explain the material in depth. --Monika Ardel (10/28/2011) " The depth of detailed descriptions (foundations of social research; interviewing, participant observation, field notes, and data analysis) go beyond other texts that I'm aware of, and the organization is superb. The text contains strong descriptions of positivist versus humanistic traditions and splits in social research. It also includes great detail on how to successfully operationalize research variables. The discussion on theory as a mechanism and how to choose problems is easily understood and effective. Moreover, the author's emphasis on making personal interest a high priority in choosing a research topic is critical and primary. --Benedict J. Colombi (10/28/2011) " "The main strength of this text is coverage of both quantitative and qualitative methodology from a broad range of fields. The examples are often my students' favorite thing to discuss in class." --Erica B. Gibson (10/28/2011) "Bernard does an excellent job of not only showing how to practice research, but also provides a detailed discussion of broader historical and philosophical contexts that are important for understanding research." --Julian Kilker (10/28/2011) "The book includes a thorough presentation of quantitative and qualitative methods, including formulas and statistics for quantitative methods. Bernard is one of very few methods authors who includes and explains statistical methods, not just the methods used. Moreover, the book is very comprehensive and uses lots of examples to explain the material in depth." --Monika Ardel (10/28/2011) "The depth of detailed descriptions (foundations of social research; interviewing, participant observation, field notes, and data analysis) go beyond other

texts that I'm aware of, and the organization is superb. The text contains strong descriptions of positivist versus humanistic traditions and splits in social research. It also includes great detail on how to successfully operationalize research variables. The discussion on theory as a "mechanism" and how to choose problems is easily understood and effective. Moreover, the author's emphasis on making personal interest a high priority in choosing a research topic is critical and primary."--Benedict J. Colombi (10/28/2011)-The main strength of this text is coverage of both quantitative and qualitative methodology from a broad range of fields. The examples are often my students' favorite thing to discuss in class.---Erica B. Gibson (10/28/2011)-Bernard does an excellent job of not only showing how to practice research, but also provides a detailed discussion of broader historical and philosophical contexts that are important for understanding research.---Julian Kilker (10/28/2011)-The book includes a thorough presentation of quantitative and qualitative methods, including formulas and statistics for quantitative methods. Bernard is one of very few methods authors who includes and explains statistical methods, not just the methods used. Moreover, the book is very comprehensive and uses lots of examples to explain the material in depth.---Monika Ardel (10/28/2011)-The depth of detailed descriptions (foundations of social research; interviewing, participant observation, field notes, and data analysis) go beyond other texts that I'm aware of, and the organization is superb. The text contains strong descriptions of positivist versus humanistic traditions and splits in social research. It also includes great detail on how to successfully operationalize research variables. The discussion on theory as a -mechanism- and how to choose problems is easily understood and effective. Moreover, the author's emphasis on making personal interest a high priority in choosing a research topic is critical and primary.---Benedict J. Colombi (10/28/2011)'There is considerable detail on the history and philosophical foundations of social and behavioural research, ranging from the 'what' to the 'how-to' of social research. To make sure the message of each chapter is clearly communicated [Bernard] employs a wealth of examples and reading lists. He also provides the reader with a description of key concepts employed in each chapter.'--Maryam Nazari G.E. Gorman "Online Information " The main strength of this text is coverage of both quantitative and qualitative methodology from a broad range of fields. The examples are often my students favorite thing to discuss in class. (Erica B. Gibson 2011-10-28)Bernard does an excellent job of not only showing how to practice research, but also provides a detailed discussion of broader historical and philosophical contexts that are important for understanding research. (Julian Kilker 2011-10-28)The book includes a thorough presentation of quantitative and qualitative methods, including formulas and statistics for quantitative methods. Bernard is one of very few methods authors who includes and explains statistical methods, not just the methods used. Moreover, the book is very comprehensive and uses lots of examples to explain the material in depth. (Monika Ardel 2011-10-28)The depth of detailed descriptions (foundations of social research; interviewing, participant observation, field notes, and data analysis) go beyond other texts that Im aware of, and the organization is superb. The text contains strong descriptions of positivist versus humanistic traditions and splits in social research. It also includes great detail on how to successfully operationalize research variables. The discussion on theory as a mechanism and how to choose problems is easily understood and effective. Moreover, the authors emphasis on making personal interest a high priority in choosing a research topic is critical and primary. (Benedict J. Colombi 2011-10-28)There is considerable detail on the history and philosophical foundations of social and behavioural research, ranging from the what to the how-to of social research. To make sure the message of each chapter is clearly communicated [Bernard] employs a wealth of examples and reading lists. He also provides the reader with a description of key concepts employed in each chapter. (Maryam Nazari G.E. Gorman Online Information)About the AuthorH. Russell Bernard is Professor of Anthropology, Emeritus at the University of Florida. He served as editor of the American Anthropologist and Human Organization. He is co-founder (with Pertti Pelto and Stephen Borgatti) of the Cultural Anthropology Methods journal (1989), which became Field Methods in 1999. The five editions of his methods text Research Methods in Anthropology (AltaMira 2006) and his general research methods text Social Research Methods (Sage 2012), have been used by tens of thousands of students. Bernard co-founded (with Pelto) and co-directed (with Pelto and Borgatti) the National Science Foundations Institute on Research Methods in Cultural Anthropology and has done fieldwork in Greece, Mexico, and the U.S.A. His publications include (with Jess Salinas Pedraza) Native Ethnography: A Otom Indian Describes His Culture (Sage, 1989). Bernard is known as well for his work, with Peter Killworth, Eugene Johnsen, Christopher McCarty, and Gene A. Shelley, on network analysis, including work on the network scale-up method for estimating hard-to-count populations. In 2010, Bernard was elected to the National Academy of Sciences.