



The Basics of Social Research (Available Titles CengageNOW)

By Earl R. Babbie

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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.

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Editorial Review

Review

Melanie Arthur, Portland State University; The organization of the chapter is very good+beginning from the theory link which is particularly important for qualitative analysis, and proceeding through coding to the concrete application of qualitative data analysis software. This provides a good basic framework for students who are faced with a pile of qualitative data that they don't know how to start analyzing. Babbie's personal, approachable writing style is one of the best characteristics of the book. Students appreciate the personal approach he uses. It makes technical material much easier to digest and much less intimidating." "A readable, solid research text. The best out there."

Gary Watt, Emporia State University; "Babbie has the best brief coverage of sampling that I have seen."

James W. Cassell, Henderson State University; "The narrative in Chapter 1 is quite engaging. I particularly like the examples that help students see the differences in types of enquiry and knowledge we use and act upon in everyday life."

Leslie Hossfeld, UNC-Wilmington; "I am very pleased to see the early introduction of variables and attributes in Chapter 1, especially given that these are examined in greater detail later. Students need to see this early in the Methods course, and other texts don't introduce these concepts early."; "The brief discuss of pure and applied research is refreshing..."; "The Babbie chapter is very good in helping students see the way in which qualitative analysis is an on-going process and that, indeed, coding is analysis! I am chiefly impressed by the inclusion of actual passages that are coded. This is remarkably helpful to students."

Rebecca Utz, University of Utah; "The writing is very clear. I enjoy the rhetorical questioning that the author has used throughout the text. I also appreciate the clarity and simplicity of the word choice."

About the Author

Earl R. Babbie graduated from Harvard University before enlisting in the U.S. Marine Corps. He received his Ph.D. from the University of California, Berkeley, and began teaching shortly thereafter. Credited with defining research methods for the social sciences, Dr. Babbie has written several texts, including the bestselling THE PRACTICE OF SOCIAL RESEARCH.

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