



Qualitative Research Methods for the Social Sciences, Fifth Edition

By Bruce L. Berg

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Bruce L. Berg

This text uses hands-on activities and real-life examples to provide the most comprehensive and straightforward coverage of doing qualitative research on the market. The author's central purpose is to show inexperienced researchers how to design, collect, and analyze data and then present their results to the scientific community, while stressing the importance of ethics in research and taking the time to properly design and think through any research endeavor.

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Editorial Review

From the Back Cover

Unique in both its scope and its focus, *Qualitative Research Methods* is a comprehensive introduction to designing, collecting, analyzing, and reporting research data. Designed for readers without prior experience in data collection, this book also stresses the importance of ethics in research and taking the time to properly design and think through any research endeavor.

Topics new to the fifth edition include appropriate uses for the Internet, and using computers as a tool for interviewing and for conducting ethnographic research. Additionally, a new "Moderator's Guide" provides the focus group facilitators with a step-by-step guide to conducting interviews.

Thomas, *Spotlight on Social Research, 1/e* (0-205-36806-9) (2003) Users Review**From reader reviews:**
Sherry Stevens:Now a day individuals who Living in the era exactly where everything reachable by match the internet and the resources within it can be true or not require people to be aware of each details they get. How a lot more to be smart in obtaining any information nowadays? Of course the solution is reading a book. Looking at a book can help people out of this uncertainty Information specifically this Qualitative Research Methods for the Social Sciences, Fifth Edition book because this book offers you rich details and knowledge. Of course the information in this book hundred per cent guarantees there is no doubt in it you know.

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