



# Qualitative Research Methods for the Social Sciences, Fifth Edition

By Bruce L. Berg

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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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## **Qualitative Research Methods for the Social Sciences, Fifth Edition By Bruce L. Berg Bibliography**

- Rank: #2847591 in Books
- Published on: 2003-05-12
- Original language: English
- Number of items: 1
- Dimensions: 9.50" h x .60" w x 5.90" l,
- Binding: Paperback
- 352 pages



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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:**  
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