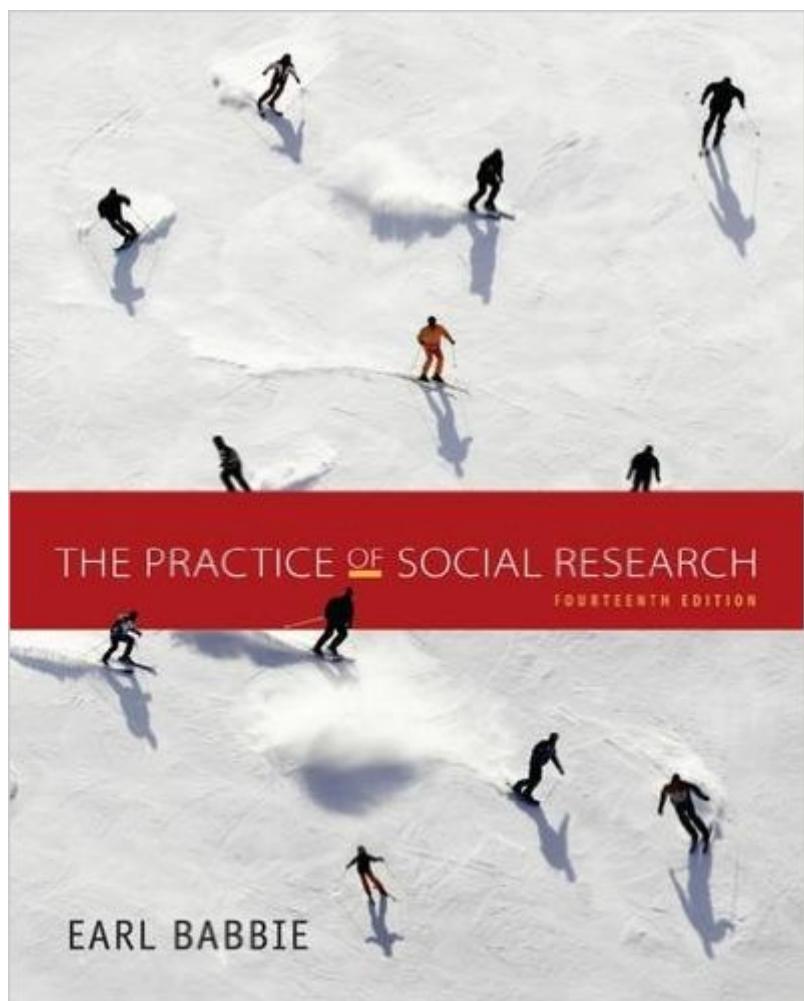


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The Practice Of Social Research



Synopsis

A straightforward, comprehensive, and approachable guide to research as practiced by social scientists, the Fourteenth Edition of this "gold-standard" book gives readers the tools they need to apply research concepts practically, as both a researcher and a consumer. The author emphasizes the process by showing readers how to design and construct projects, introducing the various observation modes in use today, and answering critical questions about research methods—such as how to conduct online surveys and analyze both qualitative and quantitative data.

Book Information

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Customer Reviews

This book is a course requirement; otherwise it would not have been purchased. In my opinion this is unquestionably the worst textbook I have every read. I have read a lot of textbooks, over 60 boxes worth, both as a student and a professor. Some have been a good read, others not. In all of them I have found at least something worthwhile. Not this time. This is the most confusing, redundant, turgid, and poorly edited book I have ever read. There seems to be an inverse relation between the amount of text devoted to a topic and its' complexity, e.g. "percentaging (sic) a table". The discussion, in chapter 16, on correlation and regression is without a doubt the single worst presentation on the topic I have ever seen. Since this is the 10th edition, you would think Babbie and the publisher would have gotten it right. They didn't. I think a more appropriate description is a first edition repeated nine times. Babbie may be a fine instructor and a prominent researcher, but this is a terrible piece of babble and banality. I would give the book a zero if the system allowed it.

Earl Babbie is eloquent in his writing style, and lends good clarity to specific topics. However, his obsession with religion, politics, and homosexuality tend to distract from the quality of the presentation. There is hardly a chapter where he hasn't inserted a pitch on his pet topics, and he even appears to spend much of Chapter 13 venting about the Bible and homosexuality. The text book seems partly a demonstration of his self-righteous social/intellectual "superiority". He could have offered a clean and simple conveyance of research methods, with benign examples and without the innuendo. Maybe in the next edition?

As a practitioner of Social and Market Research for the past 8 years, I highly recommend this book as a concise and well-explained summary of Social Research methods, perfect for beginners in the field and for quick reference by seasoned professionals.

Well this book came in great condition and fast. I was required to have this book for a class, if you do too, it is what it is. The material is fine, but not a great text by any stretch of the imagination.

This is a book on a difficult topic written in a very enjoyable style. These kinds of books are usually bought by people seriously interested in them and who also could be pressed for time. It would have been an excellent book if I could let my device read it to me as it would save a lot of time, which could have been done in 4 ways- let it be downloaded to the older kindle version which has the text to speech capability- available in audio format(which could be very difficult due to the size of the book)- let IOS devices read, when I try to make my iPad read it is not possible- let kindle fire devices have text to speech capability at least for these kinds of books which might not justify the cost of making them available on audible.com

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Very well written. The use of examples makes the concepts easy to understand.

Useful required textbook for my college course.

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