



The Researchers Bible: An Overview of Key Concepts and Methods in Social Science Research

Gini Graham Scott

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THE RESEARCHER'S BIBLE provides a short introduction to the major concepts and approaches used in the social sciences, especially in sociology, anthropology, and leisure, recreation, and tourism. It is an ideal supplement to a more detailed text on research methods and a guide to choose which research methods to use in a study. It also provides an explanation of different options for company owners and managers of organizations, who might want to do research or hire a research company to conduct a study for them. The chapters cover these topics:

- What at is research and how it differs from program evaluation
- Choosing a research topic
- The contribution of different disciplines to the social sciences
- Different research approaches in social science research
- Using observation in social research
- Using qualitative and quantitative research methods
- The main characteristics, advantages, and disadvantages of different sampling methods
- The main techniques for analyzing surveys and their advantages and disadvantages
- The major statistical concepts
- The major data analysis techniques
- The easiest method for social research



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