

1. Record Nr.	UNINA9910819114703321
Autore	Adams John
Titolo	Research methods for business and social science students / / John Adams, Hafiz T. A. Khan, Robert Raeside
Pubbl/distr/stampa	New Delhi, India : , : Sage Publications, , 2007 ©2014
ISBN	93-5150-402-6 81-321-1981-9
Edizione	[Second edition.]
Descrizione fisica	1 online resource (305 p.)
Disciplina	001.4/2
Soggetti	Social sciences - Research Social sciences - Methodology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover; Contents; Preface; Acknowledgements; 1 - Introduction to Research; 2 - Research Methodology; 3 - The Research Cycle; 4 - Literature Review and Critical Reading; 5 - Sampling; 6 - Primary Data Collection; 7 - Secondary Data Collection; 8 - Surveys; 9 - Interviews and Focus Groups; 10 - Qualitative Data Analysis; 11 - Descriptive Quantitative Analysis; 12 - Correlation and Regression; 13 - Advanced Statistical Analysis; 14 - Tests of Measurement and Quality; 15 - Conducting Your Research; 16 - Writing and Presenting the Dissertation; Appendices; Bibliography and Further Reading About the Authors
Sommario/riassunto	Research Methods for Business and Social Science Students aims to present a clear discussion of the research methods employed in various disciplines related to our daily life problems. The theoretical basis of research methods is explained clearly and succinctly. Collecting data is a key part of the book and this includes both qualitative and quantitative methods of data collection, along with the advantages and disadvantages of each method. The book also describes in clear terms how students can analyse data, interpret results and link these to the literature review and hence their own contri

