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Nota di contenuto	Key steps in the research process / Richard A. Crosby, Laura F. Salazar, and Ralph J. DiClemente -- Philosophy of science and theory construction / Laura F. Salazar, Ralph J. DiClemente, and Richard A. Crosby -- Ethical issues in health promotion research / Richard A. Crosby, Laura F. Salazar, and Ralph J. DiClemente -- Observational research designs / Laura F. Salazar, Richard A. Crosby, and Ralph J. DiClemente -- Experimental research designs / Laura F. Salazar, Richard A. Crosby, and Ralph J. DiClemente -- Principles of sampling / Richard A. Crosby, Laura F. Salazar, and Ralph J. DiClemente -- Measurement in health promotion / Richard A. Crosby, Laura F. Salazar, Richard R. Clayton, and Ralph J. DiClemente -- Qualitative research strategies and methods for health promotion -- Laura F. Salazar, Alejandra Mijares, Richard A. Crosby, and Ralph J. DiClemente -- Conducting observational research / Richard A. Crosby, Laura F. Salazar, and Ralph J. DiClemente -- Methodological considerations in the design, implementation, and reporting of randomized controlled trials in health promotion research / Ralph J. DiClemente, Laura F. Salazar, and Richard A. Crosby -- Community-based participatory research in the context of health promotion / Ralph J. DiClemente,

Laura F. Salazar, and Richard A. Crosby -- Program evaluation / Nancy J. Thompson, Michelle C. Kegler -- Survey research for health promotion / Richard A. Crosby, Laura F. Salazar, and Ralph J. DiClemente -- Statistical techniques for analyzing observational research in health promotion / Richard A. Crosby, Laura F. Salazar, and Ralph J. DiClemente -- Principles of statistical analysis for randomized controlled trials in health promotion research / Ralph J. DiClemente, Laura F. Salazar, and Richard A. Crosby -- Methods and procedures for analyzing qualitative data in health promotion / Laura F. Salazar, Alejandra Mijares, Richard A. Crosby, and Ralph J. DiClemente -- Introduction to scientific writing / Richard A. Crosby, Ralph J. DiClemente, and Laura F. Salazar -- Understanding the grant process and developing an effective research grant application / Ralph J. DiClemente, Laura F. Salazar, and Richard A. Crosby.

Sommario/riassunto

The bestselling textbook to understanding health research, updated and expanded Research Methods in Health Promotion provides students and practitioners with essential knowledge and skills regarding the design, implementation, analysis, and interpretation of research in the field of health promotion. Now in its second edition, this bestselling textbook has been updated with more recent research methodologies and additional information on sampling, participatory and survey research, and qualitative data analysis. The entire research process is covered, with specific points relating to both qu

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