



296 Pages

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In this new book, specifically written for first time researchers, Uwe Flick, author of the highly successful Introduction to Qualitative Research, focuses on the process of producing an undergraduate research project. **Introducing Research Methodology: A Beginner's Guide to Doing a Research Project** gives readers the fundamental data collection and analysis skills that they need for their first project, as well as a good understanding of the research process as a whole. It covers both quantitative and qualitative methods, and contains lots of real life examples from the author's own research. Its contents include:

- reading and reviewing the literature
- research design
- writing up
- research ethics

As well as practical research techniques, Flick provides a basic explanation of methodological issues such as epistemology, the quantitative/qualitative debate and the wider social role of research, linking these to real world issues and examples and the actual task of researching and writing a project.

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# Introducing Research Methodology

A Beginner's Guide to Doing a Research Project



Ethical Issues in Social Research  
Writing Research and Using Results