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.

**TABLE OF CONTENTS**

**PART ONE: ORIENTATION**

Why Social Research?
- From Research Idea to Research Question
- Reading and Reviewing the Literature

**PART TWO: PLANNING AND DESIGN**

Planning Social Research: Steps of the Research Process
- Designing Social Research
- Deciding Your Methods

**PART THREE: WORKING WITH DATA**

Gathering Data: Quantitative and Qualitative Approaches
- Analyzing Quantitative and Qualitative Data
- E-Research: Doing Social Research Online
- Integrated Social Research: Combination of Different Approaches

**PART FOUR: REFLECTION AND WRITING**

What Is Good Research? Evaluating Your Research Project

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Ethical Issues in Social Research
Writing Research and Using Results