



Social Research Methods: Qualitative and Quantitative Approaches

By H. Russell Bernard

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H. Russell Bernard's text provides a comprehensive guide to doing research in the social and behavioral sciences, from the foundations and research design, to collecting and analyzing data. Rich in examples, **Social Research Methods: Qualitative and Quantitative Approaches** has been revised and updated to provide today's students with a conceptual understanding of each technique, as well as showing them how to use it.

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- Sales Rank: #778705 in Books
- Brand: Brand: Sage s Inc, Hardcover(2012)
- Published on: 2012-03-02
- Original language: English
- Number of items: 1
- Dimensions: 10.10" h x 1.40" w x 7.20" l, 3.15 pounds
- Binding: Hardcover
- 824 pages

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Editorial Review

Review

“The main strength of this text is coverage of both quantitative and qualitative methodology from a broad range of fields. The examples are often my students’ favorite thing to discuss in class.” (Erica B. Gibson 2011-10-28)

“Bernard does an excellent job of not only showing how to practice research, but also provides a detailed discussion of broader historical and philosophical contexts that are important for understanding research.” (Julian Kilker 2011-10-28)

“The book includes a thorough presentation of quantitative and qualitative methods, including formulas and statistics for quantitative methods. Bernard is one of very few methods authors who includes and explains statistical methods, not just the methods used. Moreover, the book is very comprehensive and uses lots of examples to explain the material in depth.” (Monika Ardelt 2011-10-28)

“The depth of detailed descriptions (foundations of social research; interviewing, participant observation, field notes, and data analysis) go beyond other texts that I’m aware of, and the organization is superb. The text contains strong descriptions of positivist versus humanistic traditions and splits in social research. It also includes great detail on how to successfully operationalize research variables. The discussion on theory as a “mechanism” and how to choose problems is easily understood and effective. Moreover, the author’s emphasis on making personal interest a high priority in choosing a research topic is critical and primary.” (Benedict J. Colombi 2011-10-28)

There is considerable detail on the history and philosophical foundations of social and behavioural research, ranging from the ‘what’ to the ‘how-to’ of social research.

To make sure the message of each chapter is clearly communicated [Bernard] employs a wealth of examples and reading lists. He also provides the reader with a description of key concepts employed in each chapter.’

(Maryam Nazari & G.E. Gorman *Online Information Review*)

About the Author

H. Russell Bernard is Professor of Anthropology, Emeritus at the University of Florida. He served as editor of the *American Anthropologist* and *Human Organization*. He is co-founder (with Pertti Pelto and Stephen Borgatti) of the *Cultural Anthropology Methods* journal (1989), which became *Field Methods* in 1999. The five editions of his methods text *Research Methods in Anthropology* (AltaMira 2006) and his general research methods text *Social Research Methods* (Sage 2012), have been used by tens of thousands of students. Bernard co-founded (with Pelto) and co-directed (with Pelto and Borgatti) the National Science Foundation's Institute on Research Methods in Cultural Anthropology and has done fieldwork in Greece, Mexico, and the U.S.A. His publications include (with Jesús Salinas Pedraza) *Native Ethnography: A Otomí Indian Describes His Culture* (Sage, 1989). Bernard is known as well for his work, with Peter Killworth,

Eugene Johnsen, Christopher McCarty, and Gene A. Shelley, on network analysis, including work on the network scale-up method for estimating hard-to-count populations. In 2010, Bernard was elected to the National Academy of Sciences.

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