

The Research Imagination: An Introduction to Qualitative and Quantitative Methods

Paul S. Gray, John B. Williamson, David A. Karp, John R. Dalphin

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The idea that science is a blueprint for research, and imagination gives research its life and purpose inspired this comprehensive explanation of research methodology. The authors' decades of experience have revealed that research is a craft requiring judgment and creativity, not simply memorization and application of the rules of science. This book covers a wide variety of data-collection techniques, but presents them as reinforcing, rather than competing with one another, thus striking a balance between qualitative and quantitative methods and proving an essential resource for instructors and students of sociology.



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