



# Basics of Social Research: Qualitative and Quantitative Approaches, First Canadian Edition

Lawrence W Neuman, Karen Robson

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Introduces social research in a manner that captures both the excitement and importance of doing "real" research.

Examples using real research and Canadian data highlight both qualitative and quantitative approaches to social research and emphasize the benefits of combining various approaches for a distinct and complementary perspective to understanding the social world.

Basics of Social Research: Qualitative and Quantitative Approaches will show you how to look at the world from a new perspective, to question, and to understand the importance of social research today.



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