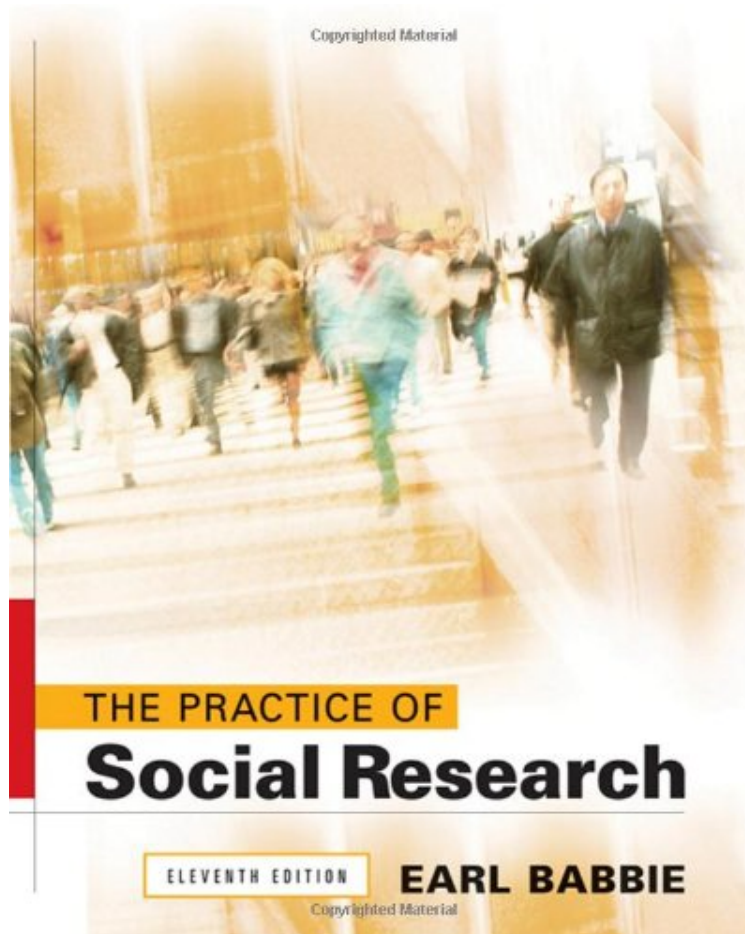


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This thorough revision of Babbie's standard-setting book for the course (known as the "Bible of social research methods") offers students a comprehensive, straightforward introduction to the field of research methods as practiced by sociologists and other social scientists. Emphasizing the importance of the research process, the book shows students how social scientists design research studies, introduces the variety of observation modes used by sociologists, and covers the "how-to's" and "whys" of social research methods. Students learn how to conduct various types of research, when it is appropriate to use each method, and how to analyze qualitative and quantitative data. The 11th edition provides students with the necessary tools for understanding social research methods and for applying these concepts both inside and outside the classroom--as researchers and as consumers of research.

"The biggest strength of this book is that it is well written and students find it very approachable. The use of examples is excellent and aids very much in conveying difficult concepts and ideas." "The principle strength of the Babbie text is its balance of technical information and accessibility for students as well as a balanced presentation of qualitative and quantitative research methods the use of humor in this text is also an enormous asset. I really liked this text - it its approach, presentation, and tenor." "It is the best methods text - nothing is close to this - over the years it has been perfected." "This is a very fine textbook in terms of content and style. Babbie covers the key aspects of sociological research methods in a well-organized manner. The book is very well-written and engaging. The examples are interesting, informative, and up to date." About the Author Earl R. Babbie graduated from Harvard University before enlisting in the U.S. Marine Corps. He received his Ph.D. from the University of California, Berkeley, and began teaching shortly thereafter. Credited with defining research methods for the social sciences, Dr. Babbie has written several texts, including the bestselling THE PRACTICE OF SOCIAL RESEARCH.