



## A Practical Guide to Behavioral Research: Tools and Techniques (Paperback)

By Robert Sommer, Barbara W. Sommer

Oxford University Press Inc, United States, 2002. Paperback. Condition: New. 5th Revised edition. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. This new edition of Robert Sommer and Barbara Sommer s successful book A Practical Guide to Behavioral Research continues to emphasize a hands-on, multimethod, and interdisciplinary approach to behavioral research in psychology, sociology, and anthropology. It expands the fourth edition s coverage of computer-related research methods and employs an international perspective, presenting general principles and their practical applications. Like previous editions, A Practical Guide to Behavioral Research, 5/e, covers the four major approaches to behavioral research (experimentation, observation, questionnaire, interview) and examines other important methods, including attitude and rating scales, the case study, semantic differential, unobtrusive measures, and the use of personal documents. It provides particularly strong treatment of observational approaches, behavior and cognitive mapping, electronic searches and Internet research, and action research. This revision includes two new chapters stimulated by student interest: Chapter 14, Action Research, addresses the gap between doing research and having it applied; Chapter 15, The Big Fuzzies, describes techniques for researching important concepts that are difficult...



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