



Introduction to Social Research: Quantitative and Qualitative Approaches (Essential Resource Books for Social Research)

By Keith F Punch

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Introduction to Social Research: Quantitative and Qualitative Approaches (Essential Resource Books for Social Research) By Keith F Punch

‘This book offers an excellent description of quantitative and qualitative design and analysis taught in the context of three inquiry pathways: knowledge development, social inquiry, and social research. Furthermore, it provides an excellent overview of both quantitative and qualitative methods with regard to their different epistemologies, methods and techniques. Additionally, Punch provides (a) information guiding students in the use of computers for quantitative and qualitative analysis and (b) a wide range of illustrative examples to give the book a practical flavour.... I would not hesitate to recommend it to my undergraduate students’ - *Forum: Qualitative Social Research* (www.qualitative-research.net)

‘A carefully crafted introduction to social research methodology. The author guides the reader through the research process in a comprehensive and logical way which is particularly helpful for the new researcher. A great resource for anyone involved in social research - novice or experienced’ - *Dr Mary Kellett, Open University*

Building on the success of **An Introduction to Social Research**, this **Second Edition** has been fully revised and updated to provide a broader coverage of a range of methodological approaches for upper-level undergraduate and graduate students across the social sciences.

New features include:

- Wider coverage of qualitative research methods, including sections on action research and discourse analysis.

- More pedagogical features such as student exercises and illustrative examples to ensure this is a practical, student-friendly guide.

- More in-depth examination of the ethical issues involved in social research.

A comprehensive and accessible introduction to qualitative, quantitative and mixed empirical methods, **An Introduction to Social Research** is an ideal starting point for all students and researchers in the social sciences.

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Review

'This is a book which teachers of research methods will love as a reference text. Beginning as well as established researchers will benefit from the informative overview of the basic concepts and latest issues in mixed methods' - *British Journal of Educational Psychology*

'Valuable advice to the beginning (and the not so experienced) social researcher. It represents a valuable resource for those who are writing research proposals, for those at the start of their research projects, and also for those who are further along the research line' - *Sociological Research Online*

'A wonderful addition to research literature on methods in the social sciences. I will use it with my students. I especially appreciate how Punch combines quantitative and qualitative and provides frameworks for comparing and thinking across research methodologies. He is to be congratulated on an especially fine text' - *John Creswell, University of Nebraska*

'This is an important contribution to the literature on social science research methods. I will use this book as an excellent starting point in research training' - *John Hattie, University of North Carolina and University of Auckland*

'Comprehensive, covers all the essentials for the beginning researcher. It has a good mix of methods, is very easy to read, and written in a clear user-friendly tone. The illustrations are great. I would recommend it to any research student' - *Anne McMurray, Griffith University and Chair, Royal College of Nursing Research Society, Australia*

'This book covers the essentials of both quantitative and qualitative research in a logical, balanced and accessible way, using many examples and an easy-to-understand view of research. It is a great book for graduate students in all areas of social science and it should be on the shelf of all researchers' - *Ken Blanchard, co-author of The One Minute Manager*

About the Author

Keith F. Punch is a social research expert and was Winthrop Professor in the Graduate School of Education, the University of Western Australia, and is now Professor Emeritus in the University of Western Australia.

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