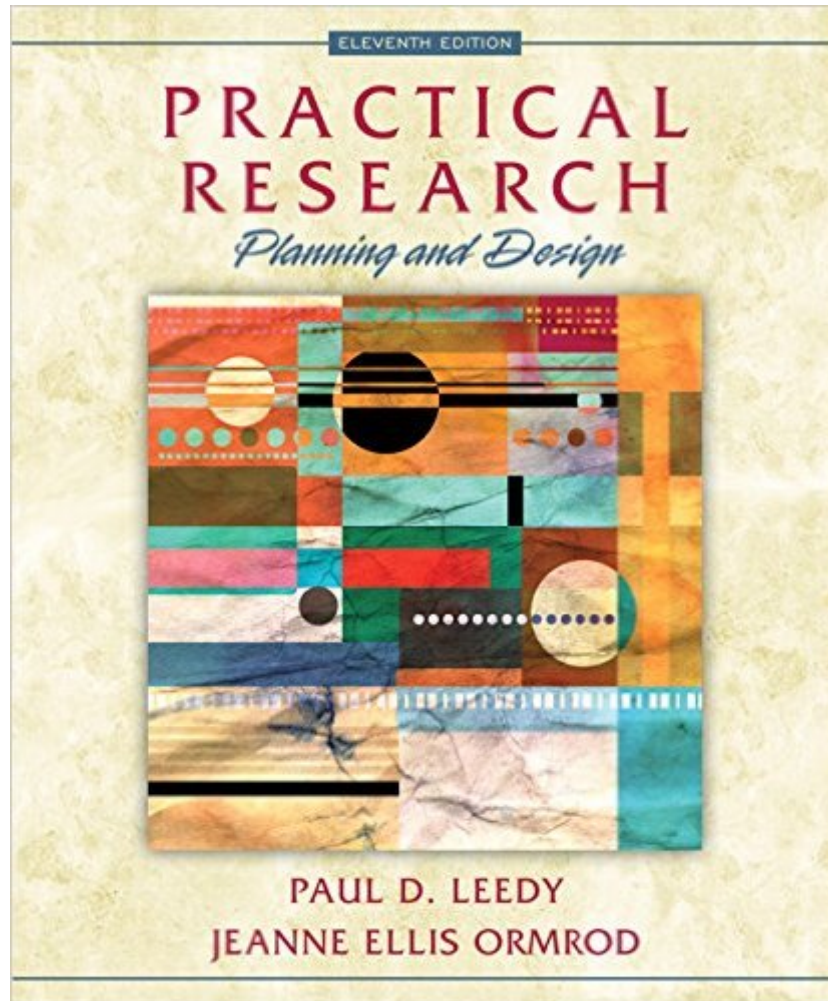


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Practical Research: Planning And Design (11th Edition)



Synopsis

Note: This is the bound book only and does not include access to the Enhanced Pearson eText. To order the Enhanced Pearson eText packaged with a bound book, use ISBN 0134013506. Engaging and cross-disciplinary, *Practical Research: Planning and Design* is a do-it-yourself, understand-it-yourself manual for planning and conducting research. Suitable for a wide variety of courses in basic research methodology, the text guides the reader, step-by-step, from the selection of a problem, through the process of conducting authentic research, to the preparation of a completed report, with practical suggestions throughout. The authors emphasize the idea that quality research demands planning and design, and they provide what is needed for readers to be able to execute their own research projects effectively and professionally. Improve mastery and retention with the Enhanced Pearson eText* The Enhanced Pearson eText provides a rich, interactive learning environment designed to improve student mastery of content. The Enhanced Pearson eText is: Engaging. The new interactive, multimedia learning features were developed by the authors and other subject-matter experts to deepen and enrich the learning experience. Convenient. Enjoy instant online access from your computer or download the Pearson eText App to read on or offline on your iPad® and Android® tablet.* Affordable. The Enhanced Pearson eText may be purchased stand-alone or with a loose-leaf version of the text for 40-65% less than a print bound book. * The Enhanced eText features are only available in the Pearson eText format. They are not available in third-party eTexts or downloads. *The Pearson eText App is available on Google Play and in the App Store. It requires Android OS 3.1-4, a 7" or 10" tablet, or iPad iOS 5.0 or later.

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Customer Reviews

Research, it is safe to say, is probably not the average person's favorite course to take in school. The subject itself, for most, is bland and boring and probably not very accessible from a learning standpoint. Enter Leedy and Omrod. "Practical Research" is just an outstanding book to learn research from or to teach a research course with. First off, the book is small and it is written in simple language with "practical" examples. This makes the subject a lot more accessible to the average reader. Second, it contains lots of helpful hints and checklists to help make the learning process easier. The companion website for this book contains practice tests that the students can use to gauge their learning (as well as e-mail results to get feedback from the instructor). Though the book is short, it is still very thorough and to the point. There is no tradeoff in quality of information for brevity which is a great point in favor of this book. Overall, this book is a superior learning tool because it communicates the research process very clearly. A student at any level, be it, middle school, secondary school, undergraduate or graduate, can easily learn the research process from this text. We used this as one of the texts for a graduate level research methods course I took and it was a big hit with all enrolled in the class. Here's a quick rundown of the book's topics: 1. What is Research? 2. Research Tools 3. Identifying the research problem 4. Literature Review 5. Research design planning 6. Research proposal writing 7. Qualitative research 8. Historical research 9. Descriptive research 10. Experimental and Causal-Comparative designs 11. Statistical techniques for quantitative data analysis 12.

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