Bob Matthews and Liz Ross

RESEARCH METHODS

A practical guide for the social sciences
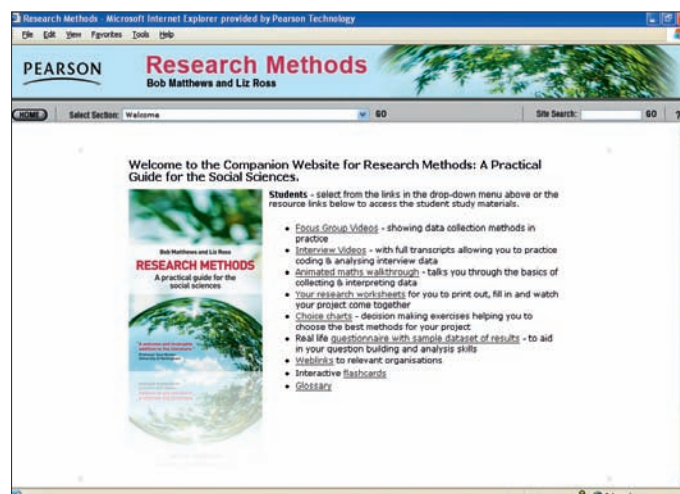
RESEARCH METHODS

Visit the *Research Methods: A Practical Guide for the Social Sciences* Companion Website at **www.pearsoned.co.uk/matthews** to find valuable student learning material including:

- Video of two focus groups, showing this exciting data collection method in practise.
- Videos of interviews, with full transcriptions, to let you practise coding and analysing interview data.
- Animated maths walkthroughs talk you through the basics of collecting and interpreting data.
- Checklists and exercises from this book – print them out, fill them in, and watch your project come together!
- Interactive decision-making exercises to help you choose the best methods for your project.
- Real life questionnaire and a sample Excel dataset of results, to let you practise your question-building and analysis skills.
- Annotated weblinks to relevant organisations to help you take your own project further.
- An online glossary to explain key terms.
- Flashcards to test your understanding of key terms.

Research Methods

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