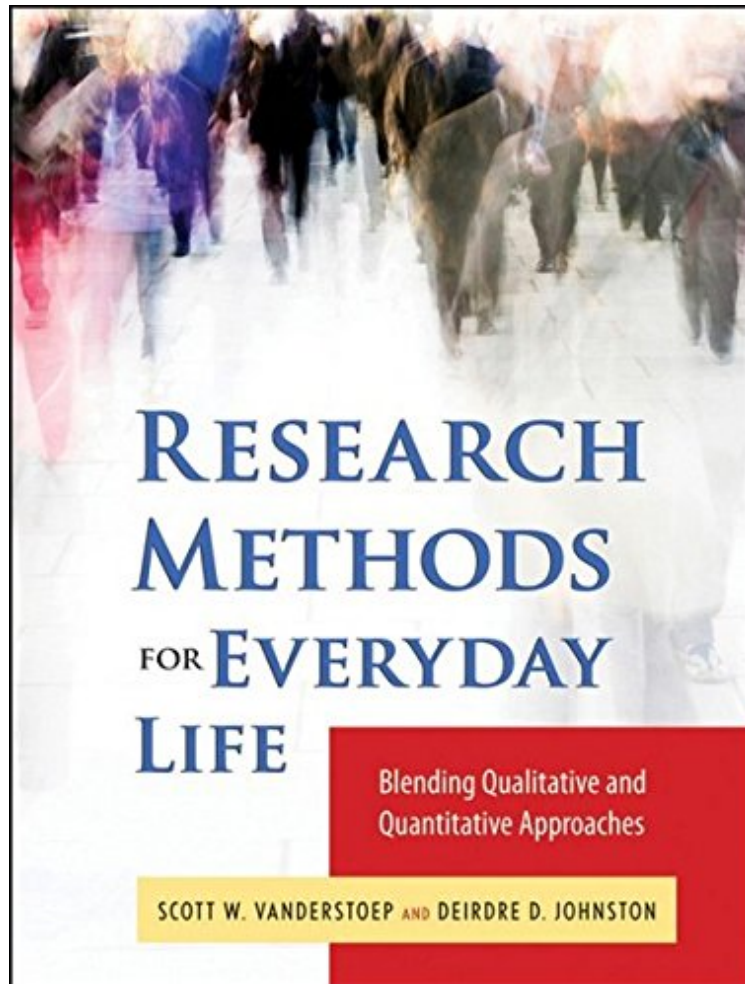


Research Methods for Everyday Life: Blending Qualitative and Quantitative Approaches

Scott W. VanderStoep, Deidre D. Johnson
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This book offers an innovative introduction to social research. The book explores all stages of the research process and it features both quantitative and qualitative methods. Research design topics include sampling techniques, choosing a research design, and determining research question that inform public opinion and direct future studies. Throughout

the book, the authors provide vivid and engaging examples that reinforce the reading and understanding of social science research. "Your Turn" boxes contain activities that allow students to practice research skills, such as sampling, naturalistic observation, survey collection, coding, analysis, and report writing.

From the Back Cover
Research Methods for Everyday Life Research Methods for Everyday Life is a fresh and engaging introduction to the process of social research and the variety of research methods, highlighting quantitative and qualitative methods and how to combine them. Taking readers step-by-step through each stage of the research process, the text includes many opportunities for practicing essential skills, such as sampling, naturalistic observation, survey collection, coding, analysis, and report writing. Coverage of quantitative methods includes measurement, correlational designs, basic experimental designs, and advanced experimental designs. Coverage of qualitative methods includes design and analysis, ethnography, and focus group interviewing. The authors cover sampling techniques, how to choose a research design, and how to determine research questions that inform public opinion and direct future studies. The book also covers disseminating of research findings through writing and public presentations. Authors VanderStoep and Johnston enrich their text with illustrative examples from actual research that reinforce a clear understanding of social science research. ? Praise for Research Methods for Everyday Life "Anyone who has tried to integrate both qualitative and quantitative methodology in a research methods course will be grateful that there is finally a textbook that does this and does it well, given the combination of strengths of the two authors, VanderStoep and Johnston. I have been waiting for a book like this, especially with such interesting and fresh examples from real research that will likely inspire and engage my students." Barbara Hofer, PhD, associate professor, Psychology, Middlebury College
About the Author
Scott W. VanderStoep, associate professor in the Department of Psychology, Hope College, Holland, Michigan, is the former director of the Carl Frost Center for Social Science Research at Hope College. He is the coauthor of Learning to Learn: The Skill and Will of College Success and editor of Science and the Soul: Christian Faith and Psychological Research. Deirdre D. Johnston, professor in the Department of Communications, Hope College, Holland, Michigan, and is the author of The Art and Science of Persuasion.