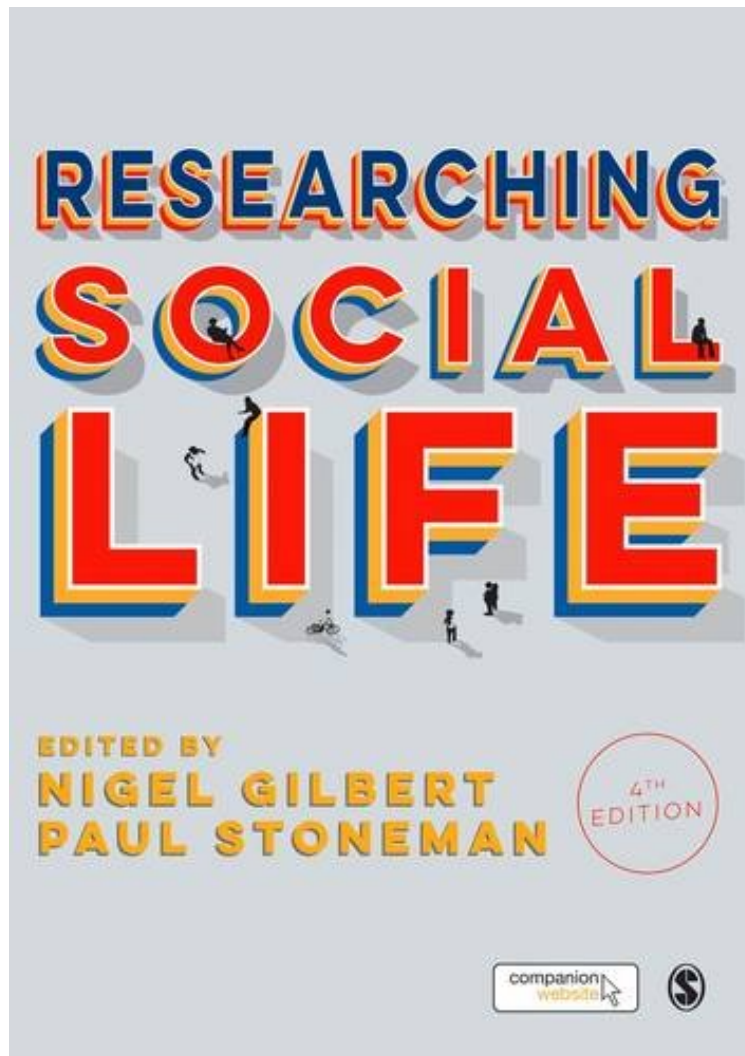


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Paul Stoneman and Nigel Gilbert breathe new energy into this classic bestselling textbook providing clear, relevant advice and extensive coverage of all the research methods you need to understand today's society. Packed full of examples from across the social sciences, *Researching Social Life* sets out all of the challenges and opportunities of interpreting and conducting research with qualitative, quantitative and mixed methods. The book follows the chronology of a typical research project, from initial conception through to the collection, management and analysis of data; it also includes material on how best to write up and disseminate your research. This pragmatic approach mirrors the reality of conducting research and allows the handpicked, internationally renowned contributors to embed real case studies from their own research in each chapter. The student-oriented pedagogy is carefully woven throughout the book and further supported by a cutting-edge website. Key tools include: In-depth worked examples Case studies Discussion questions Checklists Annotated further reading Practical top tips for doing research. With unparalleled breadth and depth this trusted and respected textbook is an essential guide for anyone engaging with social research.

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