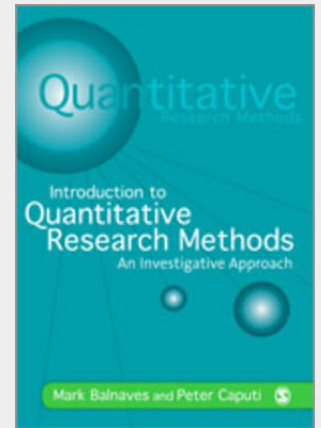


Introduction to Quantitative Research Methods

An Investigative Approach

Introduction to Quantitative Research Methods is a student-friendly introduction to quantitative research methods and basic statistics. It uses a detective theme throughout the text to show how quantitative methods have been used to solve real-life problems. The book focuses on principles and techniques that are appropriate to introductory level courses in media, psychology and sociology. Examples and illustrations are drawn from historical and contemporary research in the social sciences. The original CD-ROM accompanying the book and its content are no longer available.



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