

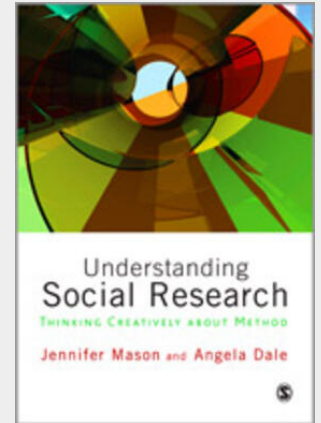
Mason / Dale

## Understanding Social Research

Thinking Creatively about Method

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Jennifer Mason and Angela Dale's book seeks to set out cutting-edge developments in the field of social research and to encourage students and researchers to consider ways of learning from different approaches and perspectives in such a way as to make their own research richer, more insightful and more rewarding. Social Researching brings together a wide variety of research methods - both qualitative and quantitative - to help students and researchers to consider the relative benefits of adopting different approaches for their own research work. The authors clearly identify the most appropriate methods for different research questions and also highlight areas where it might be fruitful to compliment different methods with each other or exploit creative tensions between them. The book is therefore a highly practical guide which also seeks to draw readers outside their methodological comfort zones. This book includes: - Critical coverage of issues in research design; - Expert experience in many methodological fields; - An overview of the many different ways to approach similar research problems; - Coverage of the tensions between different methodological approaches; - Examples of excellence in research design and practice; - An examination of how to turn methodological tensions into richer research practice. The methods covered include highly innovative, 'cutting-edge' approaches and they are demonstrated in terms of their transferability between the different social sciences. This inter-disciplinary approach is complimented by a wide range of strategically chosen examples which demonstrate the authors' pragmatic and creative take on research design.



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