



Research Methods: A Tool for Life (Paperback)

By Bernard C. Beins

CAMBRIDGE UNIVERSITY PRESS, United Kingdom, 2017. Paperback. Condition: New. 3rd Revised edition. Language: English . Brand New Book. Research Methods is an introduction to the importance of scientific research in everyday life and uses familiar examples to keep students engaged. The text analyzes controversies in psychology to stimulate student interest while explaining crucial methodological concepts. It presents ethical issues related to research, as well as social and cultural factors that might affect it, and provides a comprehensive introduction to a wide variety of methodologies. Through this book, students will learn how to generate research questions and select appropriate methodology, as well as to write a successful research report.

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