



Introduction to Social Research: Quantitative and Qualitative Approaches (Essential Resource Books for Social Research)

By Keith F Punch

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‘A carefully crafted introduction to social research methodology. The author guides the reader through the research process in a comprehensive and logical way which is particularly helpful for the new researcher. A great resource for anyone involved in social research - novice or experienced’ - *Dr Mary Kellett, Open University*

Building on the success of **An Introduction to Social Research**, this **Second Edition** has been fully revised and updated to provide a broader coverage of a range of methodological approaches for upper-level undergraduate and graduate students across the social sciences.

New features include:

- Wider coverage of qualitative research methods, including sections on action research and discourse analysis.

- More pedagogical features such as student exercises and illustrative examples to ensure this is a practical, student-friendly guide.
- More in-depth examination of the ethical issues involved in social research.

A comprehensive and accessible introduction to qualitative, quantitative and mixed empirical methods, **An Introduction to Social Research** is an ideal starting point for all students and researchers in the social sciences.

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Review

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‘A wonderful addition to research literature on methods in the social sciences. I will use it with my students. I especially appreciate how Punch combines quantitative and qualitative and provides frameworks for comparing and thinking across research methodologies. He is to be congratulated on an especially fine text’ - *John Creswell, University of Nebraska*

‘This is an important contribution to the literature on social science research methods. I will use this book as an excellent starting point in research training’ - *John Hattie, University of North Carolina and University of Auckland*

‘Comprehensive, covers all the essentials for the beginning researcher. It has a good mix of methods, is very easy to read, and written in a clear user-friendly tone. The illustrations are great. I would recommend it to any research student’ - *Anne McMurray, Griffith University and Chair, Royal College of Nursing Research Society, Australia*

‘This book covers the essentials of both quantitative and qualitative research in a logical, balanced and accessible way, using many examples and an easy-to-understand view of research. It is a great book for graduate students in all areas of social science and it should be on the shelf of all researchers’ - *Ken Blanchard, co-author of The One Minute Manager*

About the Author

Keith F. Punch is a social research expert and was Winthrop Professor in the Graduate School of Education, the University of Western Australia, and is now Professor Emeritus in the University of Western Australia.

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