



Essentials of Research Methodology in the Social and Behavioural Sciences: Essentials of Research Methodology (Paperback)

By Barr Chukunonye a Akujuru, MR Newman C Enyioko

Createspace, United States, 2014. Paperback. Book Condition: New. Large Print. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. The methodology may differ from problem to problem, yet the basic approach towards research remains the same. Keeping all this in view, Essentials of Research Methodology in the Social and Behavioural Sciences has been written with two clear objectives, viz., (i) to enable researchers, irrespective of their discipline, in developing the most appropriate methodology for their research studies; and (ii) to make them familiar with the art of using different research-methods and techniques. Effort made in this book will assist in the accomplishment of exploratory as well as result-oriented research studies. The book consists of eight chapters, well arranged in a coherent manner. Chapter one is a research concept, presenting an overview of the research methodology. Chapter Two explains the technique of defining science and the scientific research methods. Chapter Three dwells on writing of a research proposal. Chapter Four presents the details of research designs, samples, different measurement and scaling techniques. Collection and analysis of data have been lucidly described in Chapter Five. Chapter Six presents data presentation and analysis. Chapter Seven deals with statistical...



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