



Understanding Research

By W. Lawrence Neuman

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Understanding Research is an accessible and visually-appealing introduction to research. Whether students become producers or consumers of research, this text shows them that the subject is both interesting and highly relevant for their lives and professional work.

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Editorial Review

Review

Review Summary

“This section is extremely important. Information in this section would be reiterated in lecture.”

Karen Benton
Urbana University

Learning from History

“This section is useful and would serve as a link to changes in modern day, ethical research practice.”

Karen Benton
Urbana University

Tips for the Wise Consumer

“This section reinforces the need for students to look critically at the research process. This would be reinforced weekly in the article reviews.”

Karen Benton
Urbana University

“This is a great addition for those students who don’t foresee themselves conducting social research and is often neglected in other text books, which is a shame considering that most social science students don’t necessarily go on to produce social research of their own.”

Molly George
University of California at Santa Barbara

Strengths:

“Students will be able to apply the course concepts to other courses or in the workforce.”

Karen Benton
Urbana University

“Great examples are provided throughout the chapters.”

Karen Benton
Urbana University

“This is a very comprehensive, user-friendly text.”

John A. Lewis
University of Southern Mississippi

“The text is fluid and in-depth, but written at the appropriate level.”

John A. Lewis
University of Southern Mississippi

Content

Chapter 8: Research with Nonreactive Members

“This chapter was thorough, used great examples, and provided a balanced assessment of the strengths and weaknesses associated with using nonreactive measures. I was impressed with the extensive descriptions the

author provided to illustrate the key concepts related to this topic.”

Molly George

University of California at Santa Barbara

Chapter 9: Making Sense of Numbers

“The author did an excellent job introducing this chapter and presenting the fundamentals of quantitative research. I know this is often the most intimidating and most difficult topic for most of my students. I feel that the author’s use of examples and clear explanations works well.”

Molly George

University of California at Santa Barbara

Chapter 10: Field Research and Ethnography

“This is one of the strongest, most comprehensive explanations of field research that I have encountered in a social research text book. As an ethnographer, I am often disappointed with the superficial description of this approach. More specifically, I appreciated the inclusion of contemporary qualitative research to illustrate key issue/concerns with this approach.”

Molly George

University of California at Santa Barbara

Features

'Making It Practical'

“I think Making it Practical provides a very useful, straight-forward explanation of how to put field work principles into practice.”

Molly George

University of California at Santa Barbara

'Example Study'

“The study chosen as an example in Chapter 10’s study is excellent! It is one of my favorite studies produced this past year and using various elements of the project to illustrate different issues and abstract concepts in field work is a great idea.”

Molly George

University of California at Santa Barbara

Writing Style

“The author’s writing style is clear and well-organized.”

Molly George

University of California at Santa Barbara

“The writing style was excellent”

John A. Lewis

University of Southern Mississippi

From the Back Cover

Neuman, *Understanding Research*

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Understanding Research is an accessible and visually-appealing introduction to research across a wide range of academic fields and applied professions. It builds a broad foundation that will prepare you for more advanced courses in research and statistics; shows you how to evaluate and understand the significance of

published studies; and illustrates the usefulness of research in a variety of real settings.

Whether you become a producer or consumer of research, *Understanding Research* demonstrates that the subject is both interesting and highly relevant to your personal and working life.

Key Features:

- Covers all major social research concepts and builds a broad foundation that will prepare students for more advanced courses in research and statistics.
- Develops critical reading skills to enable students to evaluate and understand the significance of published studies.
- Includes examples and illustrations from a broad range of academic disciplines.
- Engages students and illustrates utility of research in a variety of “real” settings.

About the Author

W. Lawrence Neuman James is professor of sociology and Asian Studies coordinator at University of Wisconsin-Whitewater. His M.A. and Ph.D. were earned at the University of Wisconsin-Madison. He has authored seven books and published 35 articles and book chapters, which have appeared in *Social Problems*, *Sociological Inquiry*, *Social Science Quarterly*, *American Sociological Review*, *Critical Asian Studies*, *Teaching Sociology*, *The Journal of Contemporary Asia*, *Sociological Quarterly*, and other journals . He is a former president of the Wisconsin Sociological Association. Neuman has received his university's highest award for research, the Chancellor's Award for service to students with disabilities, as well as the the Wisconsin Sociological Association's Outstanding Service Award, and the College of Letters and Sciences awards for outstanding teaching, excellence in research, and outstanding service.

Users Review

From reader reviews:

George Falls:

The book Understanding Research has a lot details on it. So when you make sure to read this book you can get a lot of benefit. The book was written by the very famous author. McDougal makes some research prior to write this book. This kind of book very easy to read you can obtain the point easily after perusing this book.

David Unruh:

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