

## Chapter 1 : Introduction to Social Research (ebook) by Keith F Punch |

*In the new edition of Introduction to Social Research, Keith Punch takes a fresh look at the entire research process, from formulating a research question to writing up your research. Covering qualitative, quantitative and mixed methods, the book focuses on matching research questions to appropriate methods.*

This third edition features a number of interesting updates, such as chapters on research ethics and conducting research online. Introduction to Social Research: Like others offering university students a guide to undertaking research e. Punch structures his book to mirror the steps of the entire research process. This alone makes Introduction to Social Research a useful source for both students on methods courses and for those writing a thesis or research paper. Following an overview of how to formulate research questions Chapter 4 , Punch gives us a chapter on linking research questions to data Chapter 5 , followed by insights into literature reviews Chapter 6, new in third edition , research design Chapters , and 14 , data analysis Chapters 9 and 12 , and research writing Chapter This third edition has a new improved chapter structure, with each chapter starting with a number of learning objectives e. This gives the reader an excellent idea of what to expect from each chapter. A summary and a list of key terms that have emerged throughout the chapter are listed at the end of each, and there are new exercises and study questions as well as some very helpful literature references. Most importantly, within most chapters, examples of existing research studies help to illustrate the research process e. In Chapter 2, which is also new in this third edition, the author explains which research topics warrant either quantitative or qualitative research methods. For students who might read this book in preparation for conducting their own quantitative research project, Chapter 4 provides a short and very handy explanation of when to formulate hypotheses rather than research questions. This is relevant for students using quantitative methods such as experimentation, where testing of a narrow set of hypotheses is often the standard. In Chapter 10, the terms independent, dependent, control variable, and causality are neatly defined, and a description of experimental and survey designs is given â€” again, all useful for novice readers. The chapter does not, however, provide information on other methodologies common within the social sciences, such as content analysis. There are some important tips on how to formulate survey questions and other measurement aspects in Chapter 11, and Chapter 12 gives an introduction to a range of data analysis techniques e. While there is a reference to software packages used to analyse quantitative data, the book does not provide a step-by-step guide for how to use SPSS, STATA or other software. Chapters 7, 8 and 9 cover common research strategies, such as case studies, ethnography, and grounded theory. Chapter 8 also provides a very detailed overview of different sampling techniques in qualitative research Table 8. Students are often confused by the question of how to actually analyse qualitative research data. As elsewhere in the book, Punch takes a practical and very sensible approach: This also means that this chapter only touches upon techniques such as discourse analysis or semiotics there are literature suggestions on pages Another new aspect of the third edition of is a chapter on research ethics, by Alis Oancea Chapter 3. A number of hypothetical examples e. The new Chapter 13 on research and the internet, contributed by Wayne McGowan, provides a short outline of how the internet may change social research. The chapter neatly explains some of the main challenges. However, given the growing number of student research projects using cheaper online participant panels or crowdsourcing techniques such as Amazon Mechanical Turk , as well as the very common use of web-based survey tools, more information will be required in future editions as to how the internet continues to change social research. All in all, this book is incredibly well-structured and free from jargon and overcomplication. It is a joy to read, and it guides the reader step-by-step towards understanding what social research is all about. She is currently working on a project on the role of emotions in European political communication. Read reviews by Sophie.

## Chapter 2 : Introduction to Social Research : Keith F. Punch :

*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.*

In this module, the four approaches to quantitative research are described and examples are provided. List and explain the four approaches to quantitative research. Provide an example of each method. Describe how to identify the appropriate approach for a particular research problem. There are four main types of quantitative research designs: The differences between the four types primarily relates to the degree the researcher designs for control of the variables in the experiment. Following is a brief description of each type of quantitative research design, as well as chart comparing and contrasting the approaches. A Descriptive Design seeks to describe the current status of a variable or phenomenon. The researcher does not begin with a hypothesis, but typically develops one after the data is collected. Data collection is mostly observational in nature. A Correlational Design explores the relationship between variables using statistical analyses. However, it does not look for cause and effect and therefore, is also mostly observational in terms of data collection. A Quasi-Experimental Design often referred to as Causal-Comparative seeks to establish a cause-effect relationship between two or more variables. The researcher does not assign groups and does not manipulate the independent variable. Control groups are identified and exposed to the variable. Results are compared with results from groups not exposed to the variable. Experimental Designs, often called true experimentation, use the scientific method to establish cause-effect relationship among a group of variables in a research study. Researchers make an effort to control for all variables except the one being manipulated the independent variable. The effects of the independent variable on the dependent variable are collected and analyzed for a relationship. When deciding on the appropriate approach, the Decision Tree from Ebling Library may be helpful. The following video, Quantitative Research Designs, further describes the differences between quantitative research approaches and offers tips on how to decide on methodology. Qualitative and quantitative approaches. Qualitative, quantitative, and mixed methods approaches. Research methods in education and psychology: Introduction to social research: Quantitative and qualitative approaches.

**Chapter 3 : Punch: Introduction to Social Research**

*Abstract: PUNCH's book is composed of 12 comprehensive and very accessible chapters on quantitative, qualitative and mixed empirical methods, intended for newcomers to the social sciences. This second edition of the book provides a wide range of illustrative examples, making it easier for the.*

Overview "Introduction to Social Research: It is refreshing to come across this book, which does not aim to get into the complex and philosophical aspects of social research but provides all the necessary tools for grasping the very basics of scientific inquiry. The reader of this book will gain an excellent theoretical and practical insight into qualitative and quantitative research and also a practical application of the various methods offered within each paradigm. Organisation of Text Chapter 1 "Introduction" explores the centrality of methodology to the research process by looking at the relation between a methodology and methods, b methodology and theoretical perspective, and c methodology and epistemology. Methodology is one of the ways in which the research process is made transparent and it can be used as a strategy, plan of action, process or design lying behind the choice and use of particular methods. PUNCH links methodology to the theoretical perspective informed by a philosophical stance e. The methodology will also be an indication of the kinds of methods the researcher is likely to be using. PUNCH concludes his first chapter by linking methodology and epistemology, that is, the theory of knowledge embedded in the theoretical perspective and thereby in the methodology. Positivist theory is introduced through a quantitative research b testing generalisations, and c survey research and official statistics. The constructionist approach is dealt with by introducing a qualitative research, b the exploration of meanings and methods, and c participant observation, focus groups, and in-depth interviewing. PUNCH introduces the reader to the idea that empirical inquiry derived from or relating to observation and enquiry rather than theory and collection of facts can produce objective knowledge of the human moral and social order CRESWELL He also argues that the proliferation of empirical inquiry has led to a world made sociological and at the same time transformed by numbers: Finally, PUNCH introduces the term "Statistics" as vital to the this transformation, and also as lying at the heart of the type of thinking that became sociology. Chapter 6 "Collecting Quantitative Data" considers what is involved in collecting quantitative data, and the central role of measurement in that process. Chapter 7 "The Analysis of Quantitative Data" describes the logic behind the main statistical techniques used in quantitative social science. Here PUNCH wonders whether the distinction between subjectivity and objectivity can be maintained in practice and to what extent is objectivity "subjective" and subjectivity "objective". Some methods seem to be more suitable than others e. Yet experience in itself may not always be enough as the researcher and the researched are differently positioned: Additionally, knowledge based on experience may be distorting things that are not subjectively "experienceable". In other words, experience does not always lead directly to critical awareness. Chapter 9 "Collecting Qualitative Data" deals with the main methods of data collection in qualitative research. Chapter 10 "The Analysis of Qualitative Data" discusses issues involved in analysing qualitative data, focuses on two of the main approaches i. Here PUNCH introduces the concept of combining quantitative and qualitative methods and the likely benefits that might arise as a result of this, noting that the dichotomies which usually appear to distinguish them are often in reality blurred. PUNCH presents the reader with five dichotomies qualitative versus quantitative data; the investigation of natural versus artificial settings; a focus on meanings rather than behaviour; an inductive versus a deductive approach; the identification of cultural patterns as against seeking scientific laws and argues that for each one of these it is more a matter of a range of positions than a simple contrast. He also states, "that a position on one does not necessarily imply a position on another and that a selection among these positions should depend more on purposes and circumstances of the research than on philosophical considerations" p. PUNCH invites the reader to reflect on for whom they are writing and why they are writing. He argues that different audiences have different skills and different expectations. Different strategies need to be employed depending on the target audience e. Social research writing has to produce narratives that proceed from a beginning to an end and are about something. Finally, the final product e. The new edition of the book first published in has i a new section on action research, ii an

expanded section on discourse analysis and iii a more in-depth analysis of ethical issues [11] 3. Usually students find it hard to grasp the distinction between concept and variable and how they denote different stages in the measurement process. Furthermore, students fail to realise that there are two kinds of operational definitions, namely manipulated and measured. I personally found the first two chapters helpful in explaining to my students that the manipulation arises when the researcher wants to change the value of the variable and measurement operations set out to estimate the value of a variable manipulation of an independent variable is by definition experimental. PUNCH examines the validity of concepts from both a theoretical and an empirical perspective. In the theoretical part he examines how good the link between concepts and indicators is and invites the reader to assess them according to how persuasive the researcher has been. In the empirical part, he presents questions such as: Has the researcher made any obvious omissions? Are the generalisations of the findings valid? PUNCH then goes on to link sampling with valid generalisations and makes the distinction between representative sampling usually aimed for in quantitative research and theoretical sampling usually aimed for in qualitative research. Applications and Audiences for the Text Organisation of Text Data analysis preparation for undergraduate students conventionally has consisted of a required statistics course and a brief discussion of analysis strategies within introductory research courses. For students to view inquiry as integral to their practice, it is imperative that data analysis be taught in a manner whereby it may be incorporated into their repertoire of skills for social inquiry. The mathematical and theoretical emphasis of statistics courses often is problematic for students. They find it difficult to incorporate their learning of analysis into their knowledge of social inquiry. In addition, the predominantly lecture-based format may be didactic and preclude experiential learning about the process of analysis or the integration and synthesis of analysis strategies. Finally, given current trends in social research, the strictly quantitative content is insufficient without more emphasis on qualitative research. Through critical reflection and examples they learn what it means to be immersed in data, and they learn to develop strategies for critically analysing, categorising, coding, and applying thematic analysis to the data. Given the concerns described above, it is reassuring to come across a book that addresses these deficiencies by presenting the essentials and main ideas of quantitative and qualitative research. What I also like about this book is the use of examples throughout the chapters to help illustrate and broaden the understanding of the material presented. Additionally, there is a section that deals with the use of computer software for the analysis of quantitative data SPSS and qualitative data NVivo6 and which is very much enjoyed by the students because of its practical applicability. Summary This book offers an excellent description of quantitative and qualitative design and analysis taught in the context of three inquiry pathways: Furthermore, it provides an excellent overview of both quantitative and qualitative methods with regard their different epistemologies, methods and techniques. Additionally, PUNCH provides a information guiding students in the use of computers for quantitative and qualitative analysis and b a wide range of illustrative examples to give the book a practical flavour. As he argues in the introduction: I personally agree with him and I would not hesitate to recommend it to my undergraduate students. De Vaus, David Surveys in Social Research 3rd edition. The Politics of Social Research. Methods for Analysing Talk Text and Interaction. Qualitative Analysis for Social Scientists. His publications focus on the intersection of gender and ethnicity and on the use of qualitative and quantitative methods in researching sexualities.

## Chapter 4 : Quantitative Approaches - Center for Innovation in Research and Teaching

*Punch does not aim to dwell on technical issues, instead he focuses on the logic's behind research methods, presenting research students with an introduction to, and a more in-depth discussion of these behind both quantitative and qualitative methods, their aims and design, data collection and data analysis.*

Order this book In an expanding research methods literature, this contribution by Keith Punch is a very specific type of introduction to quantitative and qualitative approaches in social research. It is written specifically as an introduction for upper level undergraduate and beginning postgraduate students, in particular those carrying out dissertations or research projects. This is an important point to be made, and the book represents a useful tool to help researchers gain this understanding. The book is divided into twelve chapters beginning with introductions to and central issues in research methods, followed by three chapters each on quantitative and qualitative methods, and ending with chapters on multiple methods and research writing. Punch usefully summarises key terms, before moving onto a more elaborate discussion of concepts including validity in the general section, multiple regression in the quantitative chapters and grounded theory in the qualitative chapters. Usefully for potential research students, the book begins by stressing the importance of the pre-empirical stage in research, that is spending time deciding what it is you want to find out in a research project, and then deciding how to do it, rather than choosing a research method and then finding a research question which will fit into the chosen method. Punch also provides a handy guide for students to good and bad research questions, stressing the importance of devising research questions which are clear, specific, accessible, interconnected and substantively relevant p. This guide is supplemented with a section on research writing where there are suggestions on identifying topics in research proposals, setting the topic in context, describing the chosen empirical procedures and, at the other end of the process of research, guidelines on how to approach the final write-up stage. Given the wide-ranging aims, it is inevitable that the author is forced to skim over some issues in social research. For example, only one side is dedicated to the key topic of ethics in research. However, where issues are skimmed, references and suggested further reading are provided. I did have a couple of queries over the quantitative chapters. I thought that it would have been helpful to see some equations presented, in addition to the regression equation in the appendix to back up the discussion of standard deviation and so forth. Yet, since the aim of the book is to discuss the ideas underlying research methodologies, the decision to omit equations is perhaps understandable. However, I would definitely have liked to see more examples of real quantitative studies. In most of the chapters, Punch helpfully places numerous examples of actual social science research into easily readable text-boxes. Compared with these chapters, the one discussing the analysis of quantitative data stands out as dry and unelaborated. In it, Punch provides standard discussions of the relationships between X and Y variables in correlation for example, and between dependent and independent variables in regression. Despite these misgivings, overall the book does provide valuable advice to the beginning and the not so inexperienced social researcher. It represents a valuable resource for those who are writing research proposals, for those at the start of their research projects, and also for those who are further along the research line.

## Chapter 5 : Introduction to Social Research: Quantitative and Qualitative Approaches by Keith F. Punch

*Qualitative Approaches, Third Edition, by Keith F Punch In Introduction to Social Research, Keith F. Punch wants to 'demystify' and 'simplify' the research process, in an attempt to show that quality research can always be achieved.*

## Chapter 6 : Introduction to Social Research (ebook) by Keith F Punch |

*'This book offers an excellent description of quantitative and qualitative design and analysis taught in the context of three inquiry pathways: knowledge development, social inquiry, and social research. Furthermore, it provides an excellent overview of both quantitative and qualitative methods with.*