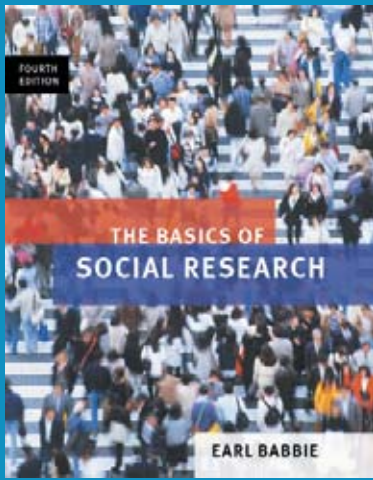


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"Babbie's personal, approachable writing style is one of the best characteristics of the book. Students appreciate the personal approach he uses. It makes technical material much easier to digest and much less intimidating. A readable, solid research text. The best out there."

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THE BASICS OF SOCIAL RESEARCH

Fourth Edition

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Whether your main challenge is to engage your students or your course focus is quantitative or qualitative, Earl Babbie's got you covered!

This thorough revision of Babbie's standard-setting book offers students a succinct, straightforward introduction to the field of research methods as practiced by social scientists. Contemporary examples—such as terrorism, Alzheimer's disease, anti-gay prejudice and education, and the legalization of marijuana make this Fourth Edition thoroughly fascinating as it introduces students to the "how-tos" and "whys" of social research methods. The book's new qualitative coverage combined with its already strong quantitative material makes this new edition Babbie's best yet.

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NEW TO THIS EDITION

- ▶ Babbie has increased the **ethics coverage** throughout the Fourth Edition. In addition to Chapter 3, “*The Ethics and Politics of Social Research*,” which deals with research ethics in depth, ethical issues are addressed throughout the book.
- ▶ Now with expanded coverage of **qualitative data analysis**, the book ensures that students gain a solid understanding of the key paradigms that direct different types of research efforts. In addition to the new qualitative material in Chapter 10, *Qualitative Field Research*, and Chapter 13, *Qualitative Data Analysis*, additional qualitative discussions have been highlighted as appropriate. For instance, the book explores the uses of qualitative and quantitative methods in the study of terrorism in Chapter 2, “Paradigms, Theory, and Social Research,” and a new section on response rates in interview surveys appears in Chapter 9, “Survey Research.” In Chapter 11, “Unobtrusive Research,” includes an example of qualitative content analysis of gangsta rap and nihilism.
- ▶ Formerly called “An Opening Quandary,” the **What Do You Think?** boxes are captivating vignettes that challenge students to think about issues that relate to the topics covered in the chapter. For example, in the **What Do You Think?** box from Chapter 1, *Human Inquiry and Science*, Babbie shows how researchers, by examining birthrates across society as a whole, can help manufacturers determine how many diapers and how much baby food to produce from year to year, despite the variations in birthrates. New photographs also appear within each *What Do You Think?* chapter-opener.
- ▶ **What Do You Think? Revisited** boxes, which appear at the end of each chapter, explore the same topic of the chapter-opening *What Do You Think?* box, to reinforce the concepts of the chapter and to stimulate discussion.
- ▶ **In the Real World** boxes tie chapter concepts to current topics and day-to-day issues. The boxes include applications of research principles not only in a research setting, but also outside the research setting. For example, in Chapter 2, “Paradigms, Theory, and Social Research,” the **In the Real World** box reminds students of how different paradigms affect the interpretation of the cause of the attacks on the World Trade Center.
- ▶ The views of researchers exploring a high-interest topic is discussed in the **Insights and Issues** boxes, each illustrating a major concept in the chapter. For example, in Chapter 7, “The Logic of Sampling,” this feature explores “Sampling Iran”, while the **Insights and Issues** box in Chapter 6, “Indexes, Scales, and Typologies” discusses “What is the Best College in the United States?”
- ▶ Babbie’s respected coverage and examples of **quantitative methods** continues in the Fourth Edition. In Chapter 14, “Quantitative Data Analysis,” the author has updated the data on marijuana legalization, age, and political orientations; education, gender, and income; and religious attendance, age, and sex. You’ll also find a new discussion of GapMinder software online at the book Companion Website.

FEATURES

- ▶ This best-selling book is Earl Babbie’s response to the evolving changes in teaching methods, as well as to changing student demographics. Instructors appreciate how Babbie’s concise coverage makes this book perfect for shorter courses—and for today’s online- and technology-savvy students. One of research methods’ most respected educators, Babbie offers a meticulously updated book with new material in every chapter.
- ▶ In Chapter 14, “Quantitative Data Analysis,” as well as throughout the text, Babbie discusses how **SPSS®** is utilized in the data analysis process. As Babbie guides students step by step from coding to univariate, bivariate, and multivariate analyses, he peppers his discussion with real-life examples and discussion of the role that SPSS plays in the process.



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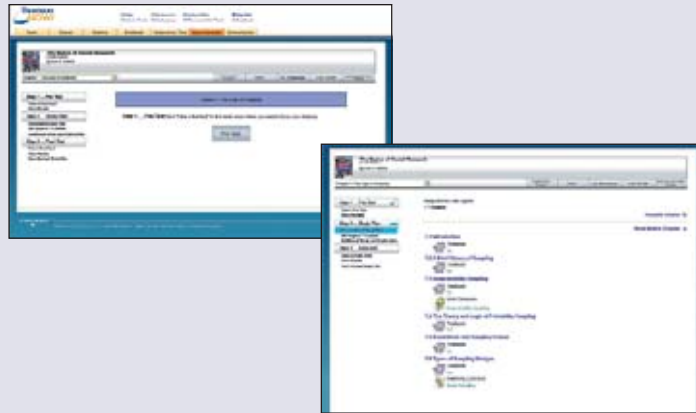
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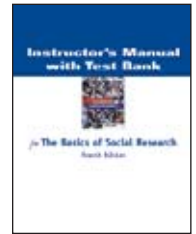


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Exercises include matching, multiple-choice, and open-ended discussion questions for each chapter, along with four to six exercises designed to reinforce the material learned in the text with examples from everyday life. Also included are the answers to the matching and multiple-choice review questions, as well as a General Social Survey appendix, plus chapter objectives, chapter summaries, and key terms.

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The concepts and methodologies of social research come to life in this interesting collection of articles specifically designed to accompany *The Basics of Social Research*. Diane Kholos Wysocki includes an interdisciplinary range of readings from the fields of psychology, sociology, social work, criminal justice, and political science.