This text emphasizes the relevance of research methods for the everyday lives of its readers, undergraduate students. Each chapter describes how research methodology is useful for students in the multiple roles they fill: (1) As consumers of popular and public information, (2) As citizens, (3) As current and future employees. Connections to these roles are made throughout and directly within the main text of the book. This text also provides balanced coverage of qualitative and quantitative approaches by integrating a variety of examples from recent and classic sociological research. The text challenges students to debate and discuss the strengths and weaknesses of both approaches. An important goal of this text is to introduce students to the core principles of social research in a way that is straightforward and engaging. As such, the text reflects public sociology’s emphasis on making sociology accessible and readable. No one can validate that claim more than a teacher or student.
1: Introduction

2: Linking Methods With Theory

3: Research Ethics

4: Beginning a Research Project
5: Research Design

6: Defining and Measuring Concepts

7: Sampling

8: Survey Research- A Quantitative Technique
9: Interviews - Qualitative and Quantitative Approaches

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