

<<小型社科项目研究方法指南>>

图书基本信息

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### 内容概要

本书以社会科学项目研究人员为主要读者对象，针对进行小型社科项目研究所涉及的各方面问题提供详细、明确的信息和指导。

本书分为三大部分，共12章，书后附有常见问题及解答。

本书列述了进行社科项目研究通行的策略，包括调查、个案研究、实验等，评析了其适用范围及优缺点；介绍了实施上述策略的具体方法，如问卷调查、访谈、观察及文献研究等，细述了各方法的要点、设计、展开步骤、适用主、客体、注意事项及其利弊；详细说明了如何对研究结果进行定量数据分析和定性数据分析，以及如何进行论文写作。

本书内容丰富，条理清晰，佐以特征列举、差异比较和要点列表归纳，让您一目了然，查阅方便、迅速，且富有实际指导意义。

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书籍目录

List of figures Acknowledgements Introduction Part Strategies 1 Surveys 2 Case studies 3 Experiments 4 Action research 5 Ethnography Part Methods 6 Questionnaires 7 Interviews 8 Observation 9 Documents Part Analysis 10 Quantitative data 11 Quantitative data 12 Writing up Frequently asked questions References Index

章节摘录

There are , however , approaches within social research which recognize that it is neither feasible nor ethical to attempt to impose controls on all the relevant factors , yet which strive to retain the logic of the experimental approach , albeit in a watered down version , beyond the bounds of the laboratory. Because they cannot always control all the variables , some social scientists have resorted to a ' quasi-experimental ' approach as a realistic possibility. The quasi experimental approach is conducted in the spirit of the classic laboratory experiment , but recognizes that the researcher cannot dictate circumstances and needs to take the role of observing events ' as they naturally occur ' . Much like weather forecasters , these social scientists tend to rely on observing events which occur in circumstances over which they have little or no control. Researchers in this case are on the lookout for ' naturally occurring ' experiments - situations in which they can see the possibility of observing and measuring the impact of isolated variables through circumstances as they happen , without imposing artificial controls. ....

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