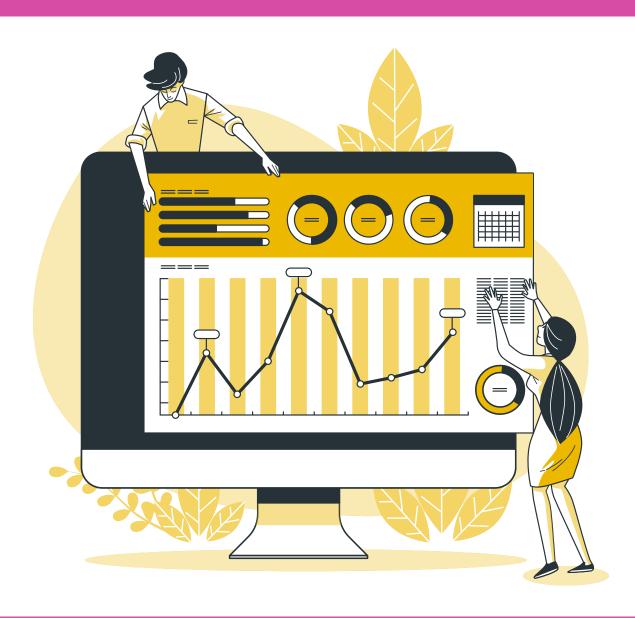
RESEARCH METHODS





The Skills You Need Guide for Students

BOOK 4

RESEARCH METHODS

Skills You Need

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INTRODUCTION

Many undergraduate courses, and most postgraduate courses, require participants to carry out a substantial piece of original research, to be written up as a dissertation or thesis.

This eBook, one of a series designed for students, aims to help you design your research and choose the most appropriate methods to explore your research question. Together with its 'partner' book, the *Skills You Need Guide to Writing Your Dissertation or Thesis*, it aims to simplify the process of researching and then writing up your dissertation or thesis.

Its main focus is research methods in social sciences and humanities, including management research, although it may also be useful for healthcare research. It does not cover laboratory research, or advanced computer modelling, such as that required for mathematics or physics, although some of the principles on research design in Chapter 2 may be useful.



This book is designed as an introduction to research methods. If you wish to explore particular methods in more detail, you are advised to consult a more rigorous academic textbook, or the study of the original researcher.

We hope that you find it useful in considering how to carry out your research.

The Skills You Need Team

AN INTRODUCTION TO RESEARCH METHODS

You are most likely to have to carry out a piece of research as part of a course of study, whether for an undergraduate or postgraduate degree.

However, there are also plenty of times when you may need to do some basic research as part of a job or a voluntary role, whether it is a simple survey to find out what customers think or a more advanced piece of research.

This chapter introduces some basic principles of research design and discusses how your view of the world affects your choice of methods and techniques.

The full eBook is available at

www.skillsyouneed.com

