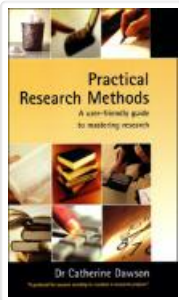



# Practical research methods : A user-friendly guide to mastering research techniques and projects



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## Abstract

This book is a practical, down-to-earth guide for people who wish to conduct research. It is aimed at those new to research and assumes no prior knowledge of the issues covered. It will also appeal to those people who have already conducted some research and who are interested in finding out more about other research methods that are available to them. For the purpose of this book, research is defined as the deliberate study of other people for the purposes of increasing understanding and/or adding to knowledge. This deliberate study could cover many different areas. As a researcher, you might be interested in attitudes and behaviour – why do people think in a certain way and why do they behave in a certain way? Or you might be interested in numbers – how many people use a service? Perhaps you need to try to predict how this number of people could be increased so that you can obtain funding for your service. Or you might be fascinated by the personal history of a neighbour and have a burning desire to record her history and pass it on to others

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This practical, down-to-earth guide is written for those new to research and it assumes no prior knowledge of the subject. The author has worked as a researcher since the mid 1980s and has written and taught courses on research methodology at the university level. This practical, down-to-earth guide is written for those new to research and it assumes no prior knowledge of the subject. The author has worked as a researcher since the mid 1980s and has written and taught courses on research methodology at the university level. What people are saying - Write a review. User Review - Flag as inappropriate. it is very good practical research method for researchers. User Review - Flag as inappropriate. Nice book and it was useful... My journey in exploring Dr. Catherine Dawson's 2002 book Practical Research Methods: A User-Friendly Guide to Mastering Research Techniques and Projects commenced in preparing the way to compiling materials for a book on research methods (forthcoming) intended on meeting the needs of final year undergraduate and postgraduate students pursuing research projects in the social sciences and humanities fields. Ethical consideration is more or less the backbone of any research venture(s); the process of authentic outcomes from an investigative research requires trust on the part of respondents to feel assured that whatever is expressed should be kept in the utmost confidence (Jackson, 2018a; Jackson, 2016c; and Jackson, 2016b). User research, therefore, should be an essential part of the design process, but it needs to be planned carefully. Not only are there are a ton of different user research methods to choose from, but recruiting participants for user interviews and learning how to ask the right questions to get to the information you need isn't quite as straightforward as it might seem. That doesn't mean it has to be expensive. Keep their advice at the back of your mind, select the user research methods that are best suited to your next project, and you'll be able to gather valuable information about your audience. You can then use this information to validate product ideas and improve on existing sites or apps. Let's dive in!