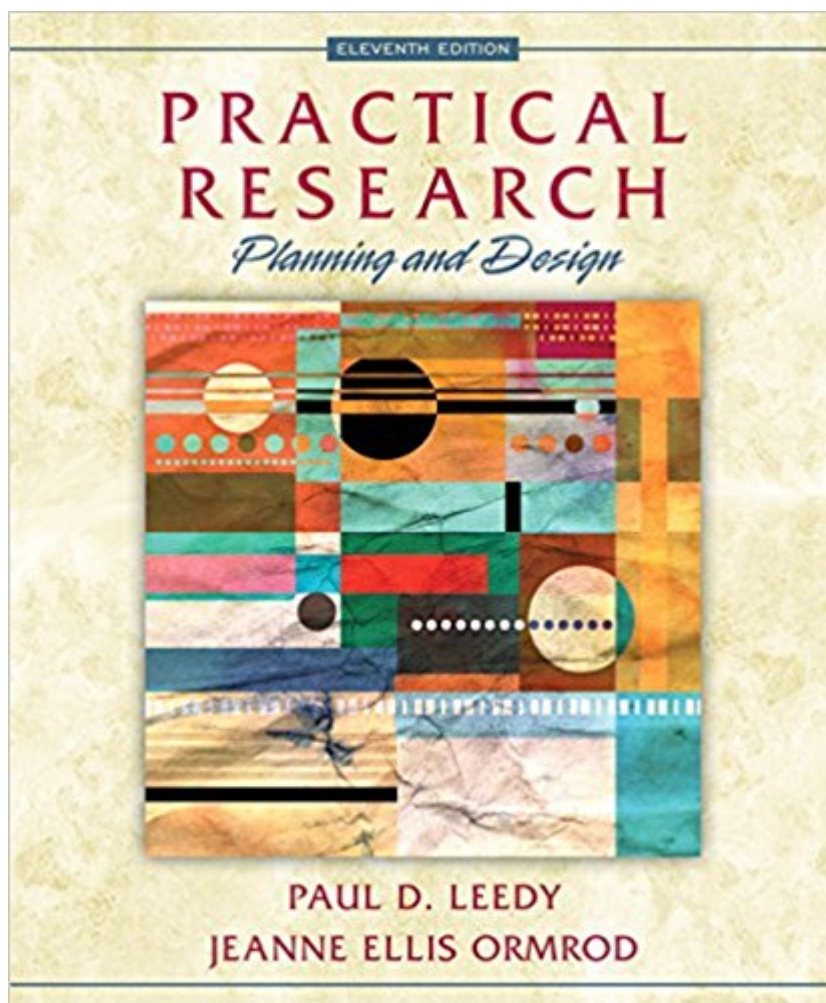


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Practical Research: Planning And Design (11th Edition)



Synopsis

Note: This is the bound book only and does not include access to the Enhanced Pearson eText. To order the Enhanced Pearson eText packaged with a bound book, use ISBN 0134013506. Engaging and cross-disciplinary, *Practical Research: Planning and Design* is a do-it-yourself, understand-it-yourself manual for planning and conducting research. Suitable for a wide variety of courses in basic research methodology, the text guides the reader, step-by-step, from the selection of a problem, through the process of conducting authentic research, to the preparation of a completed report, with practical suggestions throughout. The authors emphasize the idea that quality research demands planning and design, and they provide what is needed for readers to be able to execute their own research projects effectively and professionally. Improve mastery and retention with the Enhanced Pearson eText* The Enhanced Pearson eText provides a rich, interactive learning environment designed to improve student mastery of content. The Enhanced Pearson eText is: Engaging. The new interactive, multimedia learning features were developed by the authors and other subject-matter experts to deepen and enrich the learning experience. Convenient. Enjoy instant online access from your computer or download the Pearson eText App to read on or offline on your iPad® and Android® tablet.* Affordable. The Enhanced Pearson eText may be purchased stand-alone or with a loose-leaf version of the text for 40-65% less than a print bound book. * The Enhanced eText features are only available in the Pearson eText format. They are not available in third-party eTexts or downloads. *The Pearson eText App is available on Google Play and in the App Store. It requires Android OS 3.1-4, a 7" or 10" tablet, or iPad iOS 5.0 or later.

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From reviews of the text: [The primary strengths](#) are the authors' capacity to provide a succinct overview to research in its broadest sense, while offering enough depth to both engage the reader and provoke an interest in further study. For this reason, *Practical Research: Planning and Design* represents a seminal introduction to the subject of research and remains a helpful reference tool along the way for novice and experienced researchers alike. [Robert Hayden, Michigan State University](#) [\[Practical Research\]](#) is written in a very user-friendly style for novice researchers. It gives a good overview of research methodology in a very concise manner. I like the extended examples. [Brian Belland, Utah State University](#)

Engaging, cross-disciplinary, practical. *Practical Research: Planning and Design* is a do-it-yourself, understand-it-yourself manual for planning and conducting research. Suitable for a wide variety of courses in basic research methodology, the text guides the reader, step-by-step, from the selection of a problem, through the process of conducting authentic research, to the preparation of a completed report, with practical suggestions throughout. The authors emphasize the idea that quality research demands planning and design, and they provide what is needed for readers to be able to execute their own research projects effectively and professionally. From reviews of the text: [The primary strengths](#) are the authors' capacity to provide a succinct overview to research in its broadest sense, while offering enough depth to both engage the reader and provoke an interest in further study. For this reason, *Practical Research: Planning and Design* represents a seminal introduction to the subject of research and remains a helpful reference tool along the way for novice and experienced researchers alike. [Robert Hayden, Michigan State University](#) [\[Practical Research\]](#) is written in a very user-friendly style for novice researchers. It gives a good overview of research methodology in a very concise manner. I like the extended examples. [Brian Belland, Utah State University](#) [Invigorate learning with the Enhanced Pearson eText](#) The Enhanced Pearson eText provides a rich, interactive learning environment designed to improve student mastery of content with the following Interactive, Multimedia Learning Features: [Check Your Understanding](#) of chapter content. Embedded assessments with feedback throughout the

eText help readers assess how well they have mastered the content. Practice applying chapter content. Interactive Practice Thinking Like a Researcher activities, with expert feedback, allow the reader to engage in or analyze some part of the research process.

I ordered this book a couple of months ago because it was required for one of my doctoral courses on educational research methodology. At first, I was a bit shocked at the high price but after having read it, I can honestly say that this book was worth every penny I paid for it! In my opinion, the best thing about this book is that it is written in clear and direct language, which is very important because research is a highly complex and often confusing subject. I can honestly say that as a fairly recent doctoral student (I'm currently in my fifth course), this book greatly assisted me in understanding each step of the research process, and it also helped me grasp the difference between the paradigms of quantitative and qualitative research (along with their benefits and limitations). It also has an informative (although concise) chapter on mixed methods research, which I found especially useful. I also really love that the book has some very, very helpful exercises at the end of some chapters, which helps the reader gauge how well they understood some of the key research concepts throughout. I did all of these exercises, and I loved them because it not only confirmed that I had grasped the important concepts, but it also helped me engage with the text in a kind of hands on way. Another great thing about this book is that it has a lot of tips, checklists, visuals, and examples throughout, which really helped me understand the material better. My only wish is that the pages were thicker and that the font size was bigger, as I tend to get eye strain if I look at small letters for too long. However, I still gave this book 5 stars because it is the clearest and most well-written research book I have ever come across (I own several others as a result of my master's degree, which were far more confusing to understand!). All in all, I'd say that this book is a must for any novice educational researcher, who wishes to gain a solid understanding of the basics of good research.

This book includes a good portion of information, so I am very glad I bought it for class. It has the formats for proposal writing in it, which is extremely helpful, and I will most likely keep it long after the class ends. It was cheaper than buying the 11th edition, and seems almost the same. The only difference is that some chapters are arranged in a different order than the 11th edition. It seems to have the same information though!

Excellent if not often a bit dry and abecedarian. This could easily serve as a undergraduate and

graduate refresher on basic research. It is sometimes a cumbersome read but definitely provides the needed pragmatic details for understanding research and planning a research project.

The author speaks in easy to understand plain language. For a subject that could be potentially boring and dull, the author does a great job of brining humor into his writing. The occasional first person and 2nd person point of view is refreshing. It is a nice change from the traditional textbook read. Great information that can be applied to many aspects of life other than sciences.

This is a comprehensive and practical guide to research methodology. *Practical Research: Planning and Design* is presented in five parts. Part One, *The Fundamentals*, includes the basics; what research is and what it is not, how research is used, the general tools for research and how to use them. Part Two, *Focusing Your Research Efforts*, details how to identify the problem before starting the research project, the sources that are available and how to apply them, developing a plan for the research and preparing a research proposal. Part Three, *Qualitative Research Methodologies*, outlines the guidelines for conducting a qualitative research including interviews, and preparing a historical research using written and computer records. Part Four, *Quantitative Research Methodologies*, provides a practical application for descriptive research including the development and use of the questionnaire, the various types of designs and their application, and the statistical techniques for analyzing quantitative data. Part Five, *Preparing the Research Report*, explores the technical details needed to develop the style, format, and organization of any research report, initializing, planning, organizing, presentation, graphics, and preparing the report with a checklist for a critique of the report. *Practical Research* is not a large book, yet it is very thorough and to the point. Leedy and Ormond wrote *Practical Research: Planning and Design* in simple language with practical examples throughout. An advantage for the reader is quality of information for brevity. It makes the subject matter very accessible to the average reader. It contains many helpful hints and checklists to make the learning process easier. It directs you to a companion website that contains practice tests that can be used to gauge what has been learned. It includes the useful tools for research, identifies how to choose a problem, provides reference on how to identify and review-related literature, and includes statistical techniques for looking at the accumulated data. Chapter Six looks at the common reasons for project bids to be rejected. Throughout the entire book practical advice is provided about how to overcome various problems as well as alternate sources of advice and information. It provides the means to obtain and maintain a global perspective on any subject that you wish to research.

Interesting, very readable, definitive. The authors have taught this topic at the university level for over 30 years. It shows in the clarity of thought and numerous examples presented. This serves well as a text for a masters or doctoral level dissertation preparation course(s). It addresses the necessary rigor and the practical considerations of research. Quantitative, qualitative, and mix-mode research is covered. Many texts only cover quantitative research methodologies. Highly recommended for those new to research and those seeking to extend their knowledge of research methodologies.

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