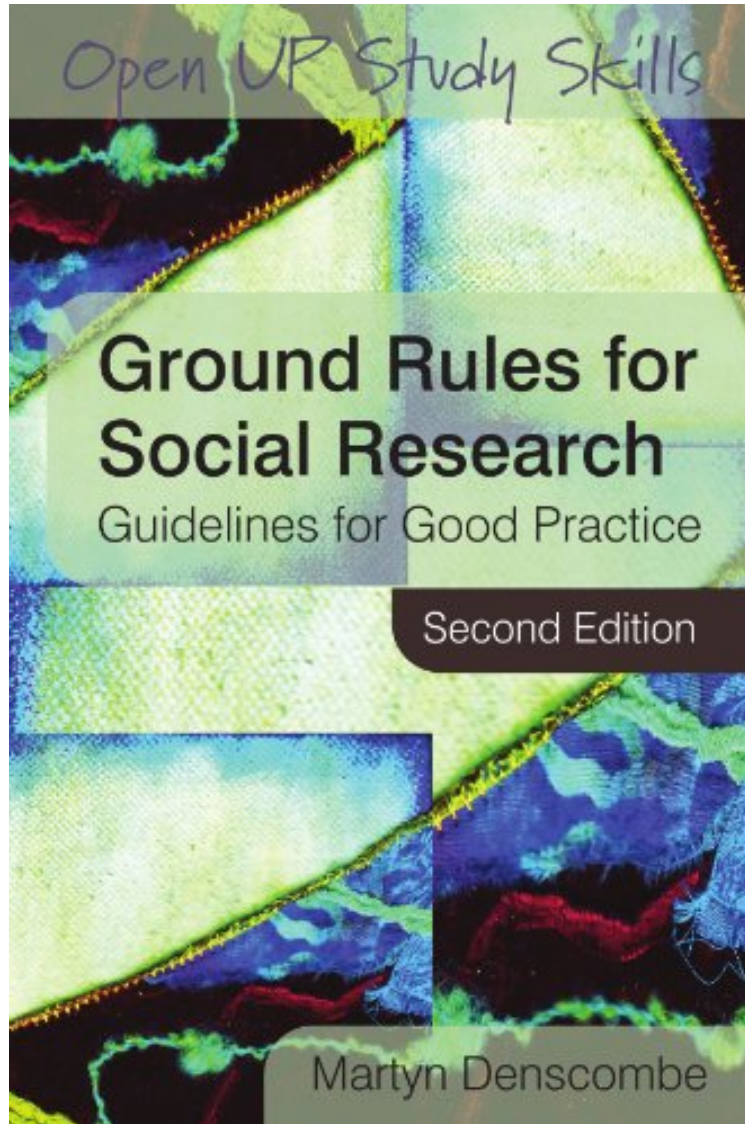


Ground Rules for Social Research: Guidelines for Good Practice

Martyn Denscombe

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Ground Rules for Social Research is a user-friendly resource for people doing small-scale social research projects. It focuses on the key ideas and practices that underlie good research and provides clear guidelines to newcomers and

experienced researchers alike. The book is written for undergraduate, postgraduate and professional students in the social sciences, business studies, health studies, media studies and education who need to undertake research projects as part of their studies. Key features of the book include: The identification of 12 ground rules for good social research Checklists to help researchers evaluate their approach and avoid fundamental errors A clear and jargon-free style This new edition of the book builds on the features that made the first edition so successful, adding: New chapters on research design and research philosophy An increased focus on mixed methods research More examples and illustrations Updated material relating to the internet and online research

About the Author Martyn Denscombe is Professor of Social Research at De Montfort University, UK. He is the author of the bestselling research methods book *The Good Research Guide* 3/e.