Research Methods for Everyday Life is a fresh and engaging introduction to the process of social research and the variety of research methods, highlighting quantitative and qualitative methods and how to combine them. Taking readers step-by-step through each stage of the research process, the text includes many opportunities for practicing essential skills, such as sampling, naturalistic observation, survey collection, coding, analysis, and report writing. Coverage of quantitative methods includes measurement, correlational designs, basic experimental designs, and advanced experimental designs. Coverage of qualitative methods includes design and analysis, ethnography, and focus group interviewing. The authors cover sampling techniques, how to choose a research design, and how to determine research questions that inform public opinion and direct future studies. The book also covers disseminating of research findings through writing and public presentations.

Authors VanderStoep and Johnston enrich their text with illustrative examples from actual research that reinforce a clear understanding of social science research.

Praise for Research Methods for Everyday Life

"Anyone who has tried to integrate both qualitative and quantitative methodology in a research methods course will be grateful that there is finally a textbook that does this—and does it well, given the combination of strengths of the two authors, VanderStoep and Johnston. I have been waiting for a book like this, especially with such interesting and fresh examples from real research that will likely inspire and engage my students."

—Barbara Hofer, PhD, associate professor, Psychology, Middlebury College

Scott W. VanderStoep, associate professor in the Department of Psychology, Hope College, Holland, Michigan, is the former director of the Carl Frost Center for Social Science Research at Hope College. He is the coauthor of Learning to Learn: The Skill and Will of College Success and editor of Science and the Soul: Christian Faith and Psychological Research.

Deirdre D. Johnston, professor in the Department of Communications, Hope College, Holland, Michigan, and is the author of The Art and Science of Persuasion.
RESEARCH METHODS FOR EVERYDAY LIFE
RESEARCH METHODS FOR EVERYDAY LIFE
Blending Qualitative and Quantitative Approaches

SCOTT W. VANDERSTOEP
DEIRDRE D. JOHNSTON

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ABOUT THE AUTHORS

SCOTT W. VANDERSTOEP is Professor of Psychology, Chair of the Psychology Department, and Director of Academic Assessment at Hope College, Holland, Michigan. He has a PhD in education and psychology from the University of Michigan. He is published extensively in the area of college student learning and thinking. His recent research appears in Teaching of Psychology, Encyclopedia of Classroom Learning, and Journal of Educational Psychology. He is the author (with Paul Pintrich) of Learning to Learn: The Skill and Will of College Success, published by Prentice-Hall (2008), and the editor of Science and the Soul: Christian Faith and Psychological Research, published by University Press of America (2003). His current research focuses on the development of psychological profiles of young athletes who suffer from overuse injuries. He teaches courses in developmental psychology, psychology and religion, and advanced data analysis.

DEIRDRE D. JOHNSTON is Professor of Communication and Chair of the Communication Department at Hope College, Holland, Michigan. She has a PhD in communication studies from the University of Iowa. She is published extensively in the area of work-family research and was nominated for the 2005 and 2007 Rosabeth Moss Kanter Award for Excellence in Work-Family Research. Her most recent research appears in Sex Roles: A Journal of Research, Mass Communication and Society, Human Communication Research, and Sociological Focus. She is the author of The Art and Science of Persuasion, published by McGraw-Hill, and is currently working on a book entitled Global Communication Ethics: An Exploration of Nonviolent Communication and Sustained Dialogue in Cross-Cultural Engagement. She teaches courses in research methods, communication theory, intercultural and gender communication, and persuasion.