



# The Research Imagination: An Introduction to Qualitative and Quantitative Methods

*Paul S. Gray, John B. Williamson, David A. Karp, John R. Dalphin*

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The idea that science is a blueprint for research, and imagination gives research its life and purpose inspired this comprehensive explanation of research methodology. The authors' decades of experience have revealed that research is a craft requiring judgment and creativity, not simply memorization and application of the rules of science. Whether one is conducting an intimate one-on-one interview or a large-scale examination of an entire society, human imagination and scientific principles of inquiry go hand in hand. To that end, this book emphasizes scientific method, but also acknowledges its critics. It covers a wide variety of data-collection techniques, but presents them as reinforcing rather than competing with one another, thus striking a balance between qualitative and quantitative methods. It is designed for students and instructors who want a comprehensive treatment of a variety of research techniques with special emphasis on qualitative approaches.

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