



Understanding Research: Becoming a Competent and Critical Consumer (Paperback)

By Professor Jeffrey A Kottler, Laurie Sharp

Cognella Academic Publishing, 2018. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Understanding Research: Becoming a Competent and Critical Consumer helps students read research in an informed and critical manner, evaluate its usefulness, and apply the results to their own work and lives. Dedicated to helping readers become proficient in finding information and resources that enable them to live and work more effectively, the book is both realistic and relevant. The book opens with an exploration of why many practitioners and students feel they dislike research and why research really does matter. The subsequent chapters discuss how to understand the importance of research questions, evaluate the methods sections of research reports regarding participants, procedures, and data collection, interpret the results, and assess the discussion section. Chapters are framed by opening outlines and major concepts sections and ending conclusions and summaries. Filled with activities, exercises, and examples that help readers synthesize and apply skills, Understanding Research guides readers through the process of actively deciphering studies while thinking critically and analytically about problems and issues. The book is a lively and engaging read for students and practitioners alike. Jeffrey A. Kottler is one of the most...



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