



Strategies for Empirical Research in Writing

By Mary Sue MacNealy

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Strategies for Empirical Research in Writing is a particularly accessible approach to both qualitative and quantitative empirical research methods, helping novices appreciate the value of empirical research in writing while easing their fears about the research process. This comprehensive book covers research methods ranging from traditional experiments to newer practices such as focus groups, using graphics and real-life examples to clarify concepts. Readers do not need a scientific background to understand the issues involved, and they will find this book non-threatening. Though *Strategies* is friendly and even humorous in tone, it takes research in writing seriously, advocating rigorous design and implementation of empirical research projects to establish credible findings. This book introduces readers to methods and strategies for research and provides them with enough knowledge to become discerning, confident consumers of research in writing. Topics covered include: library research, empirical methodology, quantitative research, experimental research, surveys, focus groups, ethnographies, and much more. Anyone (novice or guru) who needs to perform statistically valid research.

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From the Back Cover

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