

Download Social Research Methods

Home » . Table of Contents. Home; Table of Contents; Navigating. Yin-Yang Map; The Road Map; Foundations. Language Of Research We are going through a time of profound change in our understanding of the ethics of applied social research. From the time immediately after World War II until the early 1990s, there was a gradually developing consensus about the key ethical principles that should underlie the research endeavor. Integrating Quantitative and Qualitative Methods in Social Marketing Research. by Nedra Kline Weinreich. Introduction. Traditionally, research in the field of health promotion has followed in the footsteps of its "older brother," medicine. Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon.