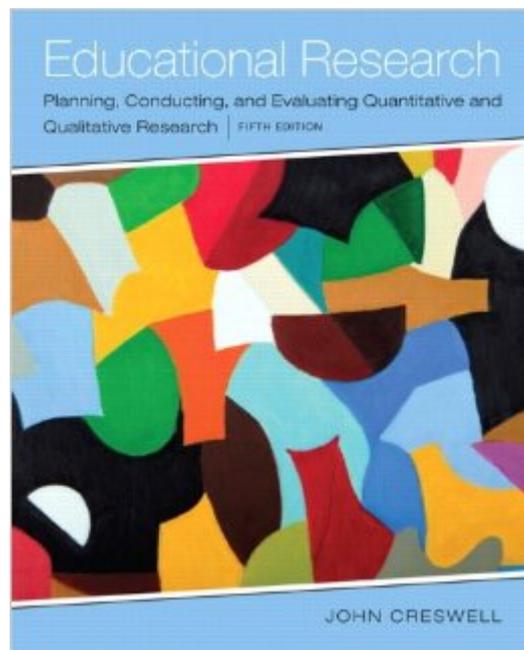


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# Educational Research: Planning, Conducting, And Evaluating Quantitative And Qualitative Research (5th Edition)



## Synopsis

Note: This is the loose-leaf version of Educational Research and does not include access to the Enhanced Pearson eText. To order the Enhanced Pearson eText packaged with the loose-leaf version, use ISBN 0133831531. A practical, step-by-step core research text that balances coverage of qualitative and quantitative methods Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research offers a truly balanced, inclusive, and integrated overview of the field as it currently stands. This text provides thorough coverage of the methods and procedures used in quantitative, qualitative, and mixed-methods research. It helps students learn how to begin to conduct research and see a project through preparation of a manuscript, and it also helps students learn how to read and evaluate research reports. The Enhanced Pearson eText features interactive learning modules and assessments. Improve mastery and retention with the Enhanced Pearson eText\* The Enhanced Pearson eText provides a rich, interactive learning environment designed to improve student mastery of content. The Enhanced Pearson eText is: Engaging. The new interactive, multimedia learning features were developed by the authors and other subject-matter experts to deepen and enrich the learning experience. Convenient. Enjoy instant online access from your computer or download the Pearson eText App to read on or offline on your iPad® and Android® tablet.\* Affordable. Experience the advantages of the Enhanced Pearson eText along with all the benefits of print for 40% to 50% less than a print bound book.\* The Enhanced eText features are only available in the Pearson eText format. They are not available in third-party eTexts or downloads.\* The Pearson eText App is available on Google Play and in the App Store. It requires Android OS 3.1-4, a 7" or 10" tablet, or iPad iOS 5.0 or later.

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## Customer Reviews

Creswell's third edition is a helpful reference for both graduate students and practitioners who are interested in conducting quantitative, qualitative, or mixed methods research. This book provides step-by-step methods in data collection and analysis, helping one avoid common mistakes in research, and helping one increase the reliability and validity of a study. In this book, a discussion of different theories and research designs assists the reader in selecting the framework of the study. This is a practical and easy to read book with an excellent chapter on action research, which is especially beneficial to K-12 educators. As a doctoral student, I find this book extremely valuable.

I like the information in the text. It is written in easy to understand terms, has a logical flow and is comprehensive. There are a two flaws that are driving me nuts, however. First, there are at instances where the editing failed. For example, on page 317, "The identification of a target behavior--the outcome or dependent variable in the study is the dependent variable, and it is repeated measured and observed." Huh? Later on the same page: "The researcher may introduce the baseline (A), then the intervention (B), and then the intervention (A), called a withdrawal design and notated as an A-B-A design." Baseline, intervention, intervention? That one sent me to Google to figure it out. Yet, the most irritating flaw is the gray ink/print. The print is grayscale, not black, although there is an occasional page on which the ink is more saturated/deeper, but overall it seems faded to me. My eyes are straining a bit to read the print because it is not as dark as it should be so that the contrast between the print and the background is not crisp enough for me. It's as if the pages sat in the sun and have faded or as if they used as little ink as was possible. The pages are very thin as well not what would expect for a textbook - think loose leaf paper. Yes, this loose-leaf book is printed with faded ink on loose-leaf weight paper. It costs way too much money for this type of production.

I purchased this text only to realize that although there is an access code, there isn't actually an e-text, so the access code is for...nothing. Don't bother purchasing a version w/access code, the loose-leaf will suffice just fine. Not sure why it is advertised this way.

I bought this book as a required text for one of my on-line classes. I am in my second graduate class which is about quantitative and qualitative research and I am very impressed with the quality of this text. If you are a researcher, this book is a must have. If you are a reader of research, this book is also a must have. It is very well written and provides numerous examples of how to properly organize and write effective quantitative and qualitative research papers.

This is no reflection on the content in the book, but on the digital format. There isn't a review option available for comments like this. The content is great, but I've grown very frustrated with the Kindle version. Really, it is a PDF document that is only viewable in a Kindle Reader. Kindle Cloud reader can't open it, so one has to resort to having an installed reader. So, this is a no-go for viewing it on computers without Kindle for PC installed. On a mobile phone, it is painful to have to pan to continue the sentence as the text doesn't fit to the screen and automatically wrap. The 2-device limit on the book is a major bummer especially since the Cloud reader won't open it. When using the book for actual work at a computer, I have to use Kindle for PC. When reading only, I use my tablet. This leaves no remaining copies to read on another computer or mobile phone. The Cloud reader would have been the best option. On the plus side to the PDF format, the page numbers are consistent for citations. I realize that the PDF is a benefit to the publisher as they don't have to take the time to create a true AWS format, but this is a huge inconvenience for the reader/client.

I really like the content and organization. I've been engaged in education research for over 15 years, and Creswell's approach largely parallels my own. I really like the way he organizes his approach (e.g. "Six Steps to Research") - very clean and simple. Downsides: 1. I hate the looseleaf format! Who thought this was a good idea? 2. Lots of text, with little to break it up. It's all excellent - but a bit dry. I've compared with Fraenkel & Wallen, which I see as the main competitor. Aside from the hardcover format, F&W has the advantage of better tables, lots of figures, and even several cartoons that really do help to reinforce key concepts. I don't like F&W's approach on all issues (Creswell is better, simpler) but the presentation is better.

This book was used as a textbook for a graduate level research class. It was a great introduction. I

still reference it to help guide me or to look for further references. It may be too elementary if you're a pro. However, it's very helpful and easy to use if you are new to researching.

This explains and illustrates all aspects of research, from soup to nuts. This author clarifies the differences between quantitative (numbers, statistics, analytical) and qualitative (descriptive, case studies, social interaction and theory generation). It is a reference that you will have to put in a high traffic area, because you will use it again and again. The publisher also added value to this book with its website links. There is companion that has the whole book outlined in PowerPoint. Definitely download it and use it for the quick reference. This is a text you will grow into, as you learn more and understand research methodology better. You will use this again and again!

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