



Doing Research in the Real World

By David E Gray



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This fully revised and expanded edition of **Doing Research in the Real World** introduces readers to all the essential aspects of the research process and will be an essential guide to any student on a research methods course.

David Gray's clear and accessible introduction starts by setting out best approaches to the design of appropriate research tools, and leads the reader in to issues of data collection, analysis and writing up. Practically focused throughout, this book encourages the reader to develop an awareness of the real nature of research, and the many means by which data can be collected, validated and interpreted.

Gray's book will help students with the full research process and covers:

- How to select appropriate projects and research questions
- How to decide on the most effective research design strategies
- How to select and use appropriate data and literature sources
- How to choose and implement methods of data collection
- How to analyse and present data in a coherent and effective manner

This new edition provides five new chapters on:

- Research Ethics
- Searching, Reviewing and Using the Literature
- Research Design using Qualitative Methods
- Mixed Methods research designs,
- Planning presentations

In addition a wide variety of case studies and activities and new practical 'Top Tips' for the discerning researcher have been incorporated.

Written in a lively and accessible way **Doing Research in the Real World** can be used as a set text on an introductory methods course and can be used as an essential resource for students and researchers completing research projects

across the Social Sciences, Education and Business Studies.

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Editorial Review

Review

"This new edition is a comprehensive yet easy to read text that is written in a practical and accessible style. It takes the reader stepwise through the research process from the philosophy of research, through its conduct to its dissemination and implementation making it highly useful for students of all levels. I thoroughly recommend this book' -

Dr Emma Ream, Programme Leader MRes in Health and Social Care, King's College London

"The book takes the reader through the process of completing a research project and clearly defines the many ways of approaching, collecting, analysing and presenting data..The emphasis in [the book] is placed upon conducting research within organisational contexts...The difference between conducting research for organizations and carrying out research for academic purposes is not always obvious. When contextual differences are made explicit, however, as they are in the discussion of presentations and vivas towards the end of the book, the advice that Gray gives is invaluable. Thus, as long as the reader is aware of its organisational emphasis, [this book] is a helpful introduction to the process of conducting social research' -

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About the Author

David Gray studied economics and history at the London School of Economics before commencing on a teaching career in further education. He then spent three years as a training manager at the London Stock Exchange before joining the University of Surrey as a lecturer. David is now Professor of Leadership and Organisational Behaviour at the University of Greenwich. His research interests, and publication record, include research methods, management learning (particularly coaching and mentoring), action learning, reflective learning, and learning in small and medium sized enterprises (SMEs). He has been involved in many empirical research studies over the last 20 years including projects across the European Union and more recently a national study into the triggers for SME success. Apart from research methods David has also written books and published articles on work-based learning, teacher education and coaching and mentoring. When not leading research projects he tries to play golf.

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