



Social Research Methods

By Maggie Walter

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2|Social Science Research. making the scientific observations. Social Research Methods This page intentionally left blank Social Research Methods Alan Bryman Fourth edition 1 3 Great Clarendon Street, Oxford OX2 6DP Oxford University Press is a department of the University of Oxford. It furthers the University's objective of excellence in research, scholarship, and education by publishing worldwide in Oxford New York Auckland Cape Town Dar es Social Research is a method used by social scientists and researchers to learn about people and societies so that they can design products/services that cater to various needs of the people. Different socio-economic groups belonging to different parts of a county think differently. Various aspects of human behavior need to be addressed to understand their thoughts and feedback about the social world, which can be done using Social Research.