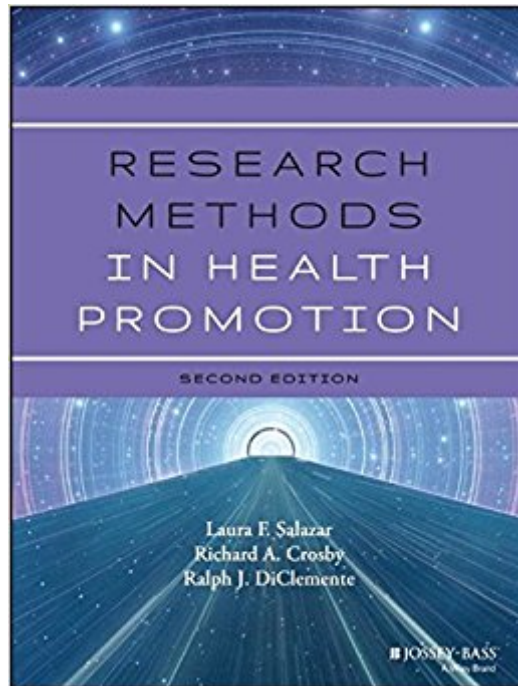




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# Research Methods In Health Promotion



## Synopsis

The bestselling textbook to understanding health research, updated and expanded *Research Methods in Health Promotion* provides students and practitioners with essential knowledge and skills regarding the design, implementation, analysis, and interpretation of research in the field of health promotion. Now in its second edition, this bestselling textbook has been updated with more recent research methodologies and additional information on sampling, participatory and survey research, and qualitative data analysis. The entire research process is covered, with specific points relating to both qualitative and quantitative research. By breaking the daunting process of research into simple and well-defined steps, this user-friendly text encourages students to think about research as a sequential process and provides explanations that facilitate better understanding of each step in the research process. A separate set of chapters cover the more quantitative methodological areas including designs, measurement, sampling, and data analysis in depth, giving readers the understanding they need to apply in practice. This book also provides applied chapters that illustrate the practical aspects of the research process, along with other critical information including grant writing and scientific writing. Evaluate the ethics, design, analysis, and interpretation of research Identify and understand the key components of research studies Analyze and interpret the results of experimental and survey research designs Understand the process of publishing a research report and constructing a grant proposal *Research Methods in Health Promotion* is ideal for both undergrad and graduate methods courses in health promotion and public health.

## Book Information

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## Customer Reviews

"â |a useful textbook for introductory courses addressed to university students and to professionals working in the field of health promotionâ |" (PsycCritiques, 09/06/2007) --This text refers to the Digital edition.

A THOROUGHLY UPDATED EDITION OF THE BESTSELLING GUIDE TO HEALTH PROMOTION AND RESEARCH Research Methods in Health Promotion provides students and practitioners with essential knowledge and skills regarding the design, implementation, analysis, and interpretation of research in the field of health promotion. This book presents an easy-to-follow, complete approach to research. In this Second Edition, the authors have updated their popular text with new content and features that make Research Methods in Health Promotion more engaging, more relevant, and more comprehensive. Updates include: New chapters on community-based participatory research, large-scale surveys, and qualitative data analysis Recent examples and cases encompassing all levels of health promotion, from individual to structural New pictures, graphics, chapter previews, and definitions of key concepts to enhance the learning experience Renewed emphasis on global health promotion and the integration of public health with environmental health Expanded content related to new sampling methods, various types of triangulation, and cost-benefit analysis Research Methods in Health Promotion presents information in a clear, readable way, keeping jargon to a minimum and encouraging readers to reinforce what they have learned by considering discussion and practice questions. The result is a demystification of research methods that anyone in the field of health promotion will find indispensable.

Too dry, had a very difficult time forcing myself to read this for a class - but I suppose a book about research methods is difficult to make interesting.

Didnt like the page quality. The book is very expensive

very concise and informative

Very useful for research designs!!

The book was clean with some highlighted parts. I would recommend this book to any persons interested in research and trying to understand the basic principals to research methods.

Excellent addition to my library!

Excellent!

Very practical text

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