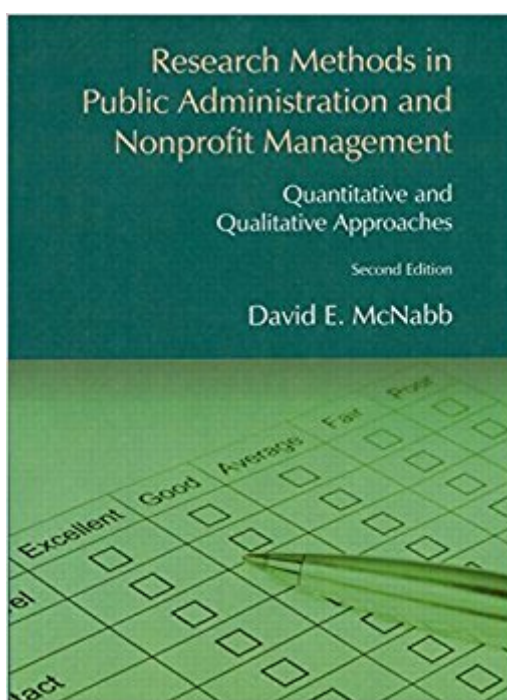


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# Research Methods In Public Administration And Nonprofit Management: Qualitative And Quantitative Approaches



## Synopsis

Designed for both students and practitioners, the new edition of this popular text incorporates the latest thinking in public administration and nonprofit management. The book integrates both quantitative and qualitative approaches to research, and also provides specific instruction in the use of commonly available statistical software programs such as Excel and SPSS[registered]. The coverage includes such important topics as research design, specifying research problems, writing questions and designing questionnaires, designing and carrying out four classes of qualitative research approaches, and analyzing both quantitative and qualitative research data. For this edition, a new chapter has been added on how to prepare a research proposal, and another new chapter as well as improvements throughout the text provide expanded coverage of research in NPOs. The section on qualitative methodologies has been expanded to include action research, critical research, empowerment research, and feminist research models; and quantitative methodologies now include multivariate and nonparametric statistics. In addition, the author has updated his step-by-step instructions on the use of Excel and SPSS[registered] packages to include their latest versions. The book is exceptionally well illustrated, with plentiful exhibits, tables, figures, and exercises.

## Book Information

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## Customer Reviews

Boring cover for a stellar book. What I like is the academic approach to research methods as numerous components are dealt with in detail. Great resource you should hold on to. No regrets in

purchasing this book.

This is excellent source of information for my research project. Book was promptly sent to me when I purchased it through . Good job and thank you

that the text would not come in time for my class. I also was concerned about purchasing from across the big pond. No problems and I will order again.

This book rocks because in our society we are being quantitative and qualitative everyday and its amazing how the world is itemized daily. I mean really!

The aim of this book is straightforward (Page 9): ". . .to provide in one location information about how to design, conduct, interpret, and report on research projects. It has been written to serve as a tool for reading and writing on any administrative or social science discipline or topic." Knowing how to carry out effective research is a critical skill in public administration. This book does a decent job of giving appropriate tools for doing research. The first part considers the foundations of research as tied to the study of public administration (and nonprofit organizations). Topics explored include the nature of the research process and ethical issues at stake in carrying out research (including human subjects issues). Part 2 introduces the reader to the research process. What are the steps in doing research? How would we formulate research problem? Finally, what design or combination of designs should we use? Qualitative? Quantitative? Or a combination? Part 3 explores quantitative designs, including the importance of statistics, sampling, and the use of questionnaires. The next part is intimately associated with Part 3--appropriate statistics to use to analyze data that have been collected (recall: data are plural; datum is singular). Among subjects covered in this part, chapter by chapter--descriptive statistics; tables, charts, and graphs; research hypotheses; testing hypotheses about two or more groups; looking for relationships; experiments and experimental design; and--dear to the heart of those who do statistical analysis--using SPSS (a common statistics software package). One very positive feature of this text is a lengthy discussion of qualitative research, often given short shrift in textbooks. Among techniques considered: case study; grounded theory; ethnography; action research. There follows Part 6, focusing on how to analyze qualitative data. Of course, if you can't communicate findings effectively--no matter how powerful the research design and data analysis--then your work won't likely have the desired impact. So, Part 7 addresses how to prepare and present research findings. The writing is functional, but don't expect a soaring

literary product. The detailed focus on qualitative methods is a real plus. All in all, a good, solid textbook.

As a reader and a graduating student of Master of Public Admin program, I find this book is very helpful and well written. Even though there are some minor mistakes in its editing (which is commonly seen in modern publication & I should note the version of the book I possess does not have the error which someone pointed out on pg 94. I am not sure how that is possible since my copy is a first edition.), the book provides understandable, useful, comprehensive and detail-orientated understanding of various research methods to its readers. It is especially helpful to those who actually apply quantitative and qualitative research methods in their daily work. This doesn't mean that the book is lacking in theological foundations for its readers. In fact, part 1 & 2 of the book did a good job analyzing some "ground roles" of social research methods. As well, future sections expand on this in-depth introduction to the theories of different approaches. Social research is a very controversial subject matter; there are still many existing debates about whether social research is scientific. Indeed, the author always tries not to fool readers by only providing a singular understanding of concepts. If this is interpreted as "making no sense," then, one may think that \$73.93 costs too much. This book is so rich and juicy in both theological and practical ways; one may think it is somewhat too conceptual. However, the concepts are not the creation of the author. Furthermore, one who believes it to be too conceptual should ask himself/herself whether the world itself is too conceptual to understand or if he/she is just too na?ve(..)

Took a course during grad school and this book was used. It was really dry and did not help bring the subject to light.

I concur with the reader from San Francisco. I was lost until this book was assigned. Finally an author who doesn't ramble on for chapters without say anything. McNabb is to the point and explains quantitative and qualitative approaches with ease. This is what most students dream of. The book is excellent, even considering the typos and misspelled words.-2nd Year MPA, The Evergreen State College.

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