Exploratory Research In The Social

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Guided by the precept that to understand any phenomenon well, it is necessary to start by looking at it in broad, nonspecialized terms, Robert A Stebbins takes the reader through the process of exploratory research in an easy-to-read style providing the student or researcher with a complete reference for carrying out this type of research.

Examples of Exploratory Research Design. The following are some examples for studies with exploratory research design in business studies: A study into the role of social networking sites as an effective marketing communication channel; An investigation into the ways of improvement of quality of customer services within hospitality sector in London

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An exploratory research consists in making a systematic effort to understand through direct empirical observation a social phenomenon (Stebbins, 2001). The exploratory nature of this research ...

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In this lesson, you'll learn about a type of research called exploratory research. You'll achieve a general understanding of the topic through examples that demonstrate the way in which it's used.

Exploratory research. Earl Babbie identifies three purposes of social-science research: exploratory, descriptive and explanatory. Exploratory research takes place when problems are in a preliminary stage. Exploratory research is used when the topic or issue is new and when data is difficult to collect.

Exploratory research - Wikipedia
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