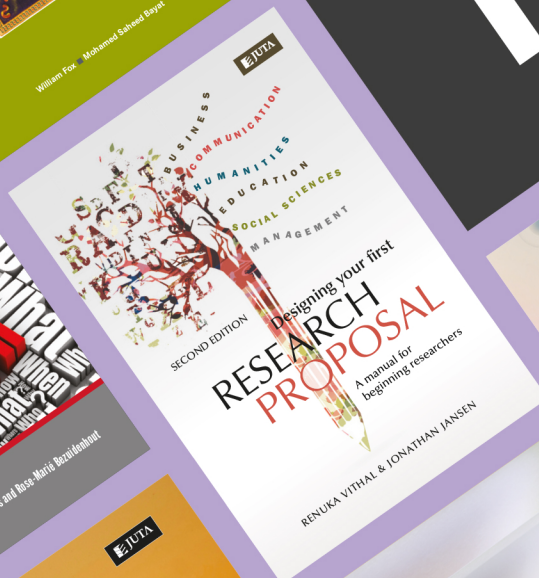


# RESEARCH CATALOGUE 19/20

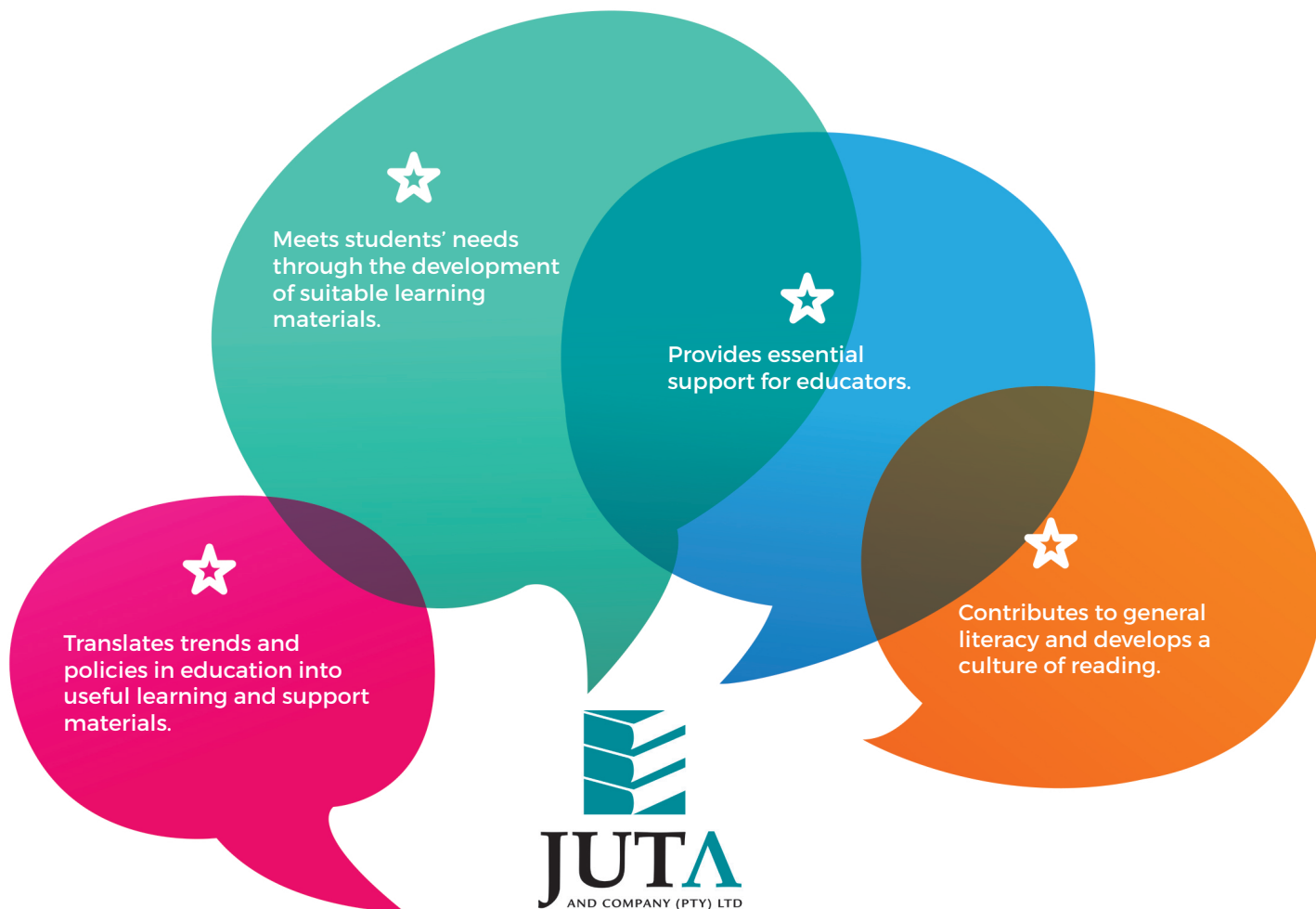






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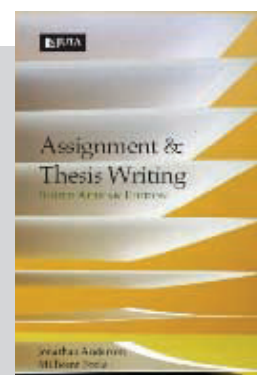
"This edition provides the tools and insights necessary to write succinctly and logically, to complete theses and essays in time, to comply with standards of academic scholarship, to conduct in-depth research and to develop general writing and computer skills and proficiency." Professor Ngabomzi Gawe, Deputy Vice-Chancellor: Institutional Support, Durban University of Technology.

### CONTENTS

- Writing at the tertiary level
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- The computer as an information tool
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## BUSINESS RESEARCH

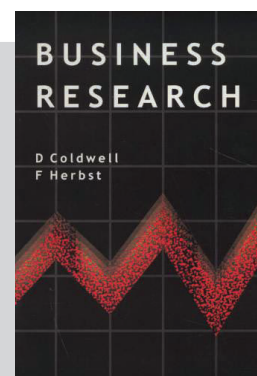
D COLDWELL & F HERBST (EDITORS)

This introductory text places in context the scientific discipline and methodology of business research. Books on business research often pay scant attention to the basic scientific underpinnings of empirical research in business, causing students to do research without a basic understanding of why they are applying a particular research technique. The approach taken in the book assumes no prior knowledge of the business research process, nor knowledge of statistical analyses, nor experience in writing up a proposal and embarking on a research investigation.

Although some insight is given on the nature of scientific knowledge, the aim of the book is to delineate the practice of business research. It takes students through the building blocks of business research with the ultimate objective of engendering a basic understanding of: the essential ingredients of the research process, what is required for writing up a research proposal and the requirements for conducting an empirical research study. Each chapter contains exercises in the form of case studies to consolidate the knowledge obtained in the chapter and deepen the student's understanding of the text.

### SUITABLE FOR

- Undergraduate students who need understanding of the nature of scientific research in business studies, and the business research process itself
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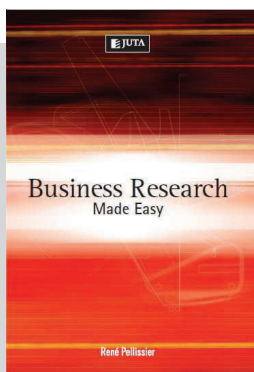


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### KEY FEATURES

Provides easy referencing to most research techniques in the business domain. Depending on the problem at hand, there are numerous quantitative and qualitative methods described, as well as ways and means to write down the main problem. Beginners and specialists are reminded how to read and write academically and how to become good researchers.



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## COMMUNICATION RESEARCH

*Techniques, methods and applications***GM DU PLOOY**

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### KEY FEATURES

- The book features learning aids such as executive summaries, self-evaluation and portfolio tasks, plus criteria that students, lecturers and examiners can use to assess the achievement of learning outcomes and evidences of performance.
- The book ends with a very useful framework of scientific criteria and guidelines to be used when planning, writing, analysing and evaluating research reports.

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*Communication research: Techniques, methods and applications* is for use by student who conduct Communication research as part of an academic programme.

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## Practical guidelines

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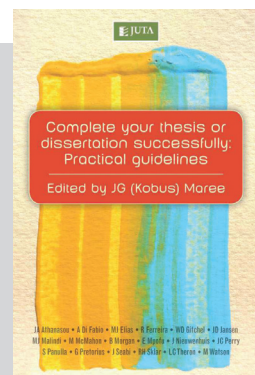
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- Writing a research proposal
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### ABOUT THE EDITOR

Jacobus Gideon (Kobus) Maree is a professor in the Faculty of Education at the University of Pretoria.

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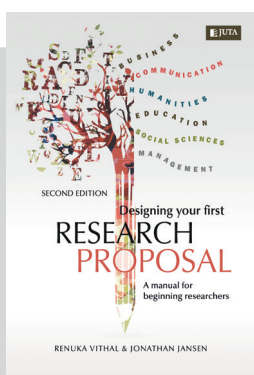
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A manual for beginning researchers

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- Preface
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- Identifying critical questions
- Stating a rationale
- Conducting a literature review
- Locating a conceptual/theoretical framework
- Preparing a data collection plan
- Planning for data analysis
- Anticipating the report outline
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- Acknowledging the limitations of research
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### NEW FOR THIS EDITION

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- New sections: *Protecting human subjects (ethics)* and *Estimating a budget*.

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- Workbook format for use in workshops for doctoral, Master's and baccalaureate student
- Appropriate across many disciplines
- Accessible to English second-language speakers
- Interactive structure promotes self-directed research training – suitable for distance education

### ABOUT THE AUTHORS/EDITORS

Renuka Vithal is Honorary Professor in Mathematics Education at the University of Witwatersand and Doctoral Programme Director at the Management College of Southern Africa, Honoris United Universities. She has founded and led cohort models of doctoral programmes for two decades and is currently a Chair of the International Commission on Mathematical Instruction Study on School Mathematics Curriculum Reforms.

Jonathan Jansen is Distinguished Professor of Education at the University of Stellenbosch and President of the Academy of Science of South Africa. He has trained more than 100 doctoral and Masters' students in Education and the Social Sciences, and currently leads a project that prepares young academics (lecturers, senior lecturers) to become professors in their respective fields.

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Nurturing passion, developing skills, producing output  
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The ERP draws on the expertise of retired senior academics – who work in conjunction with the programme co-ordinators – to assist academics in the development of their personal research profiles. This book is an account of what has been done in the ERP, the challenges encountered along the way, and what has been learnt in the process. As a model it could be adapted to other situations both within South Africa and in the broader African context.



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### CONTENTS

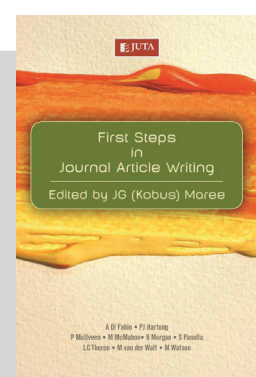
- Getting published: motives, personal qualities and methods
- Identifying an appropriate journal and preparing the manuscript for submission
- Writing the manuscript: standard guidelines
- Preparing the abstract of a manuscript
- Writing your first draft
- Preparing the manuscript: technical considerations
- Managing the peer review process
- The ethics of article publications
- Electronic submissions
- Avoiding basic errors in scholarly writing

### ABOUT THE EDITOR

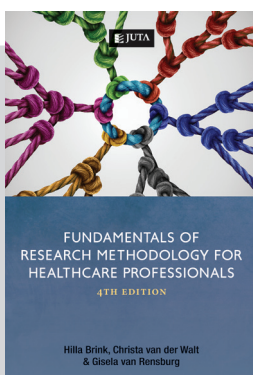
Jacobus Gideon (Kobus) Maree is a professor in the Faculty of Education at the University of Pretoria.

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Christa van der Walt is a retired Professor of Research Methods in Health Sciences. She is still appointed as an Associate Professor at NWU. Gisela van Rensburg is a Professor in the Department of Health Sciences at Unisa.

They are indebted to the founding author, the late Professor Emeritus Hilla Brink.

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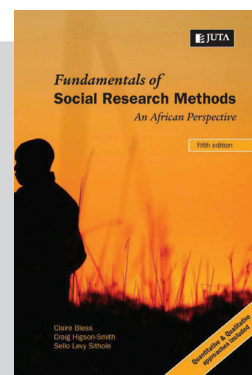
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- Research questions and variables
- Participatory and action research
- Research and community development
- Project monitoring and evaluation
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- Quantitative data analysis and interpretation
- Qualitative data analysis and interpretation
- Research findings and dissemination
- Research management

## ABOUT THE AUTHORS

Claire Bless studied psychology/genetic epistemology with J. Piaget at the University of Geneva, Switzerland. Craig Higson-Smith works as a researcher with special interests in the areas of war, civil conflict, peace, community intervention and traumatic stress. Sello Levy Sithole is associate professor in the Department of Social Work at the University of Limpopo – Turfloop campus.

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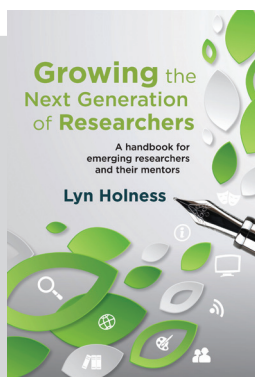


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#### Part 1: Welcome to academia

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- Research impact

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- The writing process: Submission and examination

### ABOUT THE AUTHOR

Lyn Holness was Cluster Manager for Research Development and Manager of the Emerging Researcher Programme at the University of Cape Town until 2009.

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- The scientific method
- Research topic and research problem
- Literature review
- Population and sampling
- Qualitative research design and methodology
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- Research proposals
- Report writing

### ABOUT THE AUTHORS

William Fox is a retired professor of the University of Stellenbosch and has been an honorary professor in the Faculty of Business of the Cape Peninsula University of Technology, where he has taught Research Methodology to fourth-year students and supervised a number of master's and doctoral students. He has taught at various South African and overseas universities and gained wide experience as a manager in both public and private sectors. He has also published widely and during his career has delivered a large number of scientific papers in many parts of the world.

Mohamed Saheed Bayat is a Professor and Academic Dean at the Management College of Southern Africa and Adjunct Professor at the University of Fort Hare. He was previously a Dean of the Faculty of Business at the Cape Peninsula University of Technology. He has supervised a number of master's and doctoral students. He has gained wide lecturing experience at various South African universities and technikons, publishing widely and delivering a number of scientific papers, both locally and overseas.

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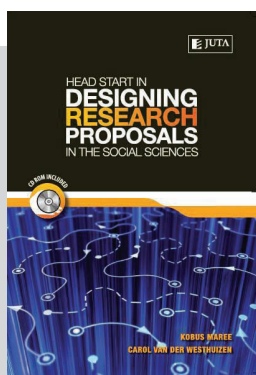
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- Select a focus and write your statement of purpose
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- Describing the sample and sampling strategy
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- Data analysis strategies
- Quality assurance: data verification
- Possible contribution of your study

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- Ethical considerations
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- Possible limitations and challenges of the study
- Problems arising during the research
- Proposed layout of the study
- Proposed research schedule
- References
- Addenda
- Designing a cover page

Writing a proposal for funding

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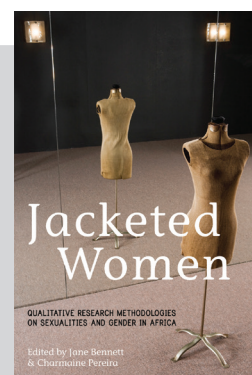
### ABOUT THE EDITORS

Jane Bennett is an Associate Professor, Director of the School of African and Gender Studies, Anthropology and Linguistics, and Director of the African Gender Institute based at the University of Cape Town, an eminent research organisation in this field. She has published many articles and book chapters in the areas of feminist theory, sexualities, gender and violence.

Charmaine Pereira is the co-ordinator of the Initiative for Women's Studies in Nigeria, a leading research organisation. She is the author of a book on gender and higher education and writes on questions of citizenship, sexuality and rights.

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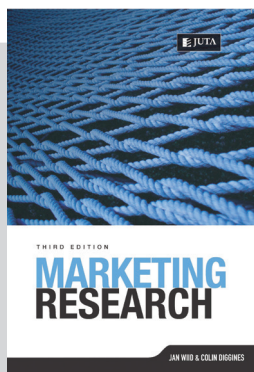
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## MARKETING RESEARCH

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*Marketing Research*, now in its third edition, provides a methodical introduction to the basic concepts of marketing research.

Marketing research can be a daunting subject if not taught correctly. The mere mention of inferential statistics or statistical significance causes many students to close their minds and develop a mental block towards the topic. This is largely because most texts spend too little time teaching students the basic concepts before ploughing into the analysis of data and associated statistical formulas.

Marketing Research follows a simple layout that is easy to read with text that is written in understandable, plain English. It will equip undergraduate marketing students with the skills necessary to plan and conduct basic marketing research projects in an efficient and effective manner, in a business world which demands more and more information on which to base decisions.

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- Perspectives on marketing research
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- Overview of the marketing research process
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- Measurement and questionnaire design
- Designing the sample plan
- Conducting the investigation
- Preparation and processing of primary data
- Exploratory data analysis and hypothesis testing
- Analysis of relationships with statistical techniques
- The research report

### KEY FEATURES

- Learning outcomes at the beginning of every chapter
- Definitions are highlighted to emphasise their importance
- Clear diagrams and figures
- Relevant and up-to-date case studies
- Self-assessment questions
- Summaries that highlight the key issues covered in each chapter.

### SUITABLE FOR

Undergraduate marketing students and marketing practitioners

# RESEARCH IN PRACTICE

Applied methods for the social sciences

M TERRE BLANCHE, K DURRHEIM & D PAINTER

*Research in Practice: Applied Methods for the Social Sciences* incorporates new trends in research methodology while also providing comprehensive coverage of the full range of established research approaches and techniques.

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- Ethical issues in social science research
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- Multivariate data analysis

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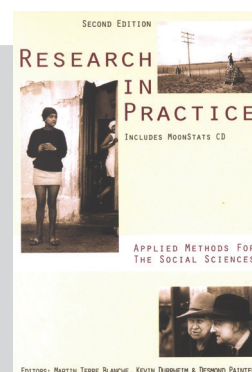
- Jobs and careers in social science research
- Programme evaluation
- Participatory action research: A practical guide for realistic radicals
- Researching public policy
- Research methods in clinical research
- Assessment research
- Standpoint methodologies: Marxist, feminist, and black scholarship perspectives
- Postmodernism: A critical practice?
- Postcolonial African methods and interpretation

## KEY FEATURES

- Lively text which incorporates new trends
- Richly supplemented by photographs, real-life examples, case studies, tips and checklists, illustrative boxes and exercises
- Written by more than forty researchers from across the South African research spectrum
- A strong emphasis on practical examples drawn from the southern African experience
- Thorough overviews of qualitative and quantitative research approaches
- Entire section devoted to research in applied settings
- Structured to facilitate systematic study of each phase of the research process in sequence
- Aims to ground research methodology in terms of practical outcomes, and to equip students with applied technical know-how and conceptual tools to evaluate and contextualise their work in terms of larger social and philosophical issues.

## SUITABLE FOR

- Undergraduate and postgraduate students in various social science disciplines
- Students of psychology, sociology, anthropology and applied fields of social work, nursing and occupational therapy
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## RESEARCH MATTERS

**F DU PLOOY-CILLIERS, C DAVIS & RM BEZUIDENHOUT (EDITORS)**

*Research Matters* is a text written for South African under-graduate students. It diffuses typically dense content into easy-to-read chapters to guide beginners through each step in the research process. Examples and applications utilised in the text focus on research problems and objectives in South Africa which students can identify with.

### CONTENTS

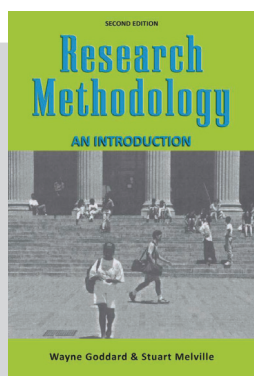
- What is research?
- Research paradigms and traditions
- Theory in research
- From topic to research question
- The aims of research
- Formulating hypotheses
- The research rationale
- The literature review
- Conceptualisation
- Constructing arguments in research
- Sampling
- Quantitative data collection
- Qualitative data collection
- Action research
- Quantitative data analysis
- Qualitative data analysis
- Validity and reliability
- Ethics in research
- Limitations, delimitations and recommendations
- The research proposal
- The research report
- Referencing

### ABOUT THE AUTHORS

Dr Franzél du Plooy-Cilliers is Head of Faculty: Applied Humanities at the Independent Institute of Education. Dr Rose-Marié Bezuidenhout teaches at Monash University and Dr Corné Davis is in the Department of Communication at the University of Johannesburg.

### SUITABLE FOR

Undergraduate students and first time researchers in all disciplines.



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## RESEARCH METHODOLOGY

*An introduction*

**W GODDARD & S MELVILLE**

*Research Methodology: An Introduction* covers all facets of the research process, from finding a topic to disseminating the results. The subject is placed in the context of the academic scene and research needs in South Africa, and methodologies discussed include traditional modes of inquiry, research technology such as the Internet, and the role of oral tradition in the social sciences.

### KEY FEATURES

- Includes discussion questions and exercises for those who want to use it as the basis for course instruction.
- Highly suitable for new researchers needing a guide for self-study.

### SUITABLE FOR

- Advanced undergraduate students
- Postgraduate students
- New researchers.



## WRITING A RESEARCH PROPOSAL

Practical guidelines for business students

P MSWELI

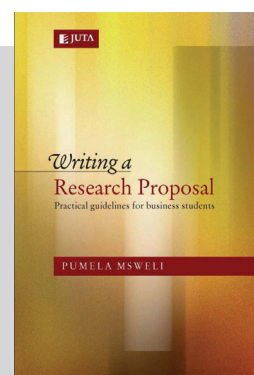
Proposal writing can be challenging. *Writing a Research Proposal* takes the reader through the necessary steps in a clear and logical manner in order to demystify the process and to successfully bridge the gap between theory and practice. The eight chapters in the book focus on separate facets of the proposal writing process, with end-of-chapter tasks reinforcing and consolidating the chapter's key teaching points.

### CONTENTS

- Definition and purpose of research proposals
- Thinking and problem-solving skills for writing research proposals
- Writing logically sound arguments to convince proposal readers
- Writing scholarly research ideas
- Research approach
- Writing the research proposal
- Citation and documentation
- Technicalities of writing

### SUITABLE FOR

Students in Master's and Doctoral programmes at Business schools, but it can be used successfully in other disciplines and by undergraduate students.



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## WRITING YOUR FIRST CLINICAL RESEARCH PROTOCOL

C ALDOUS, P RHEEDER & T ESTERHUIZEN

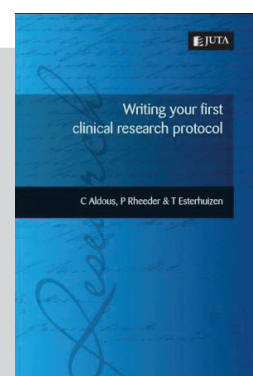
Medical students embarking on their first clinical research protocol are often daunted by the task at hand, particularly by the statistical terminology, concepts and the choice of appropriate statistical tests. The authors understand the difficulties and pitfalls students might encounter and have written an introductory text that will make writing that first protocol 'a breeze'. Beginning with a section entitled 'What's in it for me', which outlines the benefits of research, the text provides ideas and advice on topics such as finding the research focus, writing the proposal, considering ethical requirements, compiling a budget and writing the executive summary.

### KEY FEATURES

- Written in an easy-to-read, conversational style for the novice researcher
- Shows how to ask a focused question aimed at improving medical practice
- Explains how to undertake a literature review and critically appraise the available literature
- Demystifies the data analysis process, which results in the selection of the appropriate statistical test
- Teaches the art of concise scientific writing to ensure the research is taken seriously
- Provides guidelines on how to develop presentation skills when the opportunity arises to present the research findings.

### SUITABLE FOR

MMed students in any of the medical or allied medical disciplines.



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