



Introduction to Quantitative Research Methods: An Investigative Approach

By Mark Balnaves, Peter Caputi

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Introduction to Quantitative Research Methods is a student-friendly introduction to quantitative research methods and basic statistics. It uses a detective theme throughout the text and in multimedia courseware to show how quantitative methods have been used to solve real-life problems. The book focuses on principles and techniques that are appropriate to introductory level courses in media, psychology and sociology. Examples and illustrations are drawn from historical and contemporary research in the social sciences.

The multimedia courseware provides tutorial work on sampling, basic statistics, and techniques for seeking information from databases and other sources. The statistics modules can be used as either part of a detective games or directly in teaching and learning. Brief video lessons in SPSS, using real datasets, are also a feature of the CD-ROM.

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Editorial Review

About the Author

Mark Balnaves is Professor and Senior Research Fellow in New Media at Curtin University. He is located with the Department of Internet Studies within the School of Media, Culture and Creative Arts. His Fellowship focuses on the role of new media, especially social networking tools, in enhancing the link between citizens and governments.

Professor Balnaves conducted for Telstra Multimedia Australia's first major adoption and diffusion study of broadband possibilities in Gungahlin, ACT (at a time when the phrases 'narrowband' and 'broadband' were not in the popular lexicon). This study contributed to the formation of Telstra's Bigpond. The studies also contributed to the established of ACTEW's TransACT, Canberra's broadband provider. His current work at Curtin University is on e-governance and the role of new media in enhancing the link between citizens and government. His publications are in audience research, theories of media and the role of the Internet in the public sphere.

Position:

Associate Professor

Research Interests:

Quantitative Psychology
Psychometrics
Psychological factors determining adoption of new technology
Personal construct psychology - theory and measurement

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