

MSRA RECOMMENDED READING

Title	Research Methods – Quantitative & Qualitative Approaches
Author	Olive M. Mugenda (PhD) & Abel G. Mugenda (PhD)
Overview of book	The focus of this book focus is elaborating on the basic concepts of research. This book demystifies the research process and explains the various concepts and technical terms in a language that is easily understood and appreciated.
Target Readers	<ul style="list-style-type: none"> • This book is ideal for beginners in the research profession as it provides a good foundation on the basic terms and processes in research. • It is also ideal for lecturers teaching new researchers the basics of research. • Undergraduate and post-graduate students – to inform academic researches.
Contents	<p>The topics covered in this book are as follows;</p> <ul style="list-style-type: none"> • Meaning & purpose of research • Basic terms in research • Literature review • Data collection methods • Developing research instruments • Reliability and Validity in Research • Data Analysis • Writing a research report • Types of research • Logistical & ethical issues in research • Introduction to qualitative research • Writing a research and project proposal
	<ul style="list-style-type: none"> • Available in all book shops locally and retails at about Kshs 800/=