



Research Skills: Analysing, Researching and Presenting (Tilde Business)

Simon Moss

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Research Skills: Analysing, Researching and Presenting is not simply a series of formal principles about research. Instead, each chapter begins with some flawed research, and then presents a set of procedures need to be applied, with reference to a hypothetical study on income inequality and wellbeing. Scattered throughout each chapter are additional scientific discoveries that demonstrate important principles, enhance critical thinking, clarify the research process, and inspire the reader. After reading this book, you should be able to:

- clarify the questions and hypotheses you would like to explore
 - review the literature on this research topic
 - conduct interviews, focus groups, etc. to collect data
 - analyze both quantitative and qualitative data
 - recognize and refute alternative explanations
 - report the research and
 - write more persuasively, concisely, precisely, and engagingly
- Research Skills: Analysing, Researching and Presenting will imparts some skills that are vital to many jobs and careers. These include:
- the ability to uncover flaws in the arguments of other people
 - the capability to persuade and to influence people
 - the capacity to extract information from other people
 - the ability to derive recommendations from research
 - the capability to write and to communicate effectively and fluently.

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