



## Practical Research: Planning and Design (10th Edition)

By Paul D. Leedy, Jeanne Ellis Ormrod

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This text guides the reader, step-by-step, from the selection of a problem, through the process of conducting authentic research, to the preparation of a completed report, with practical suggestions based on a solid theoretical framework and sound pedagogy. With broad coverage applicable to any discipline, *Practical Research* is valuable to students planning to conduct their own research projects as well as to anyone wanting to participate in thoughtful, methodical evaluation of published research reports.

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"I wanted to thank you (and Dr. Leedy) for Practical Research!

Home Run!

Bravo!

Kudos!

Woo Hoo!

You have produced the BEST text ever on practical research AND writing a dissertation.

Not only will your work help graduate students understand and navigate the research process, it will also streamline the entire dissertation journey and ease the load for my committee members."

### **From the Back Cover**

*Practical Research* is a comprehensive and practical guide to research methodology. Suited for self-instruction, this easy-to-read manual guides the beginning researcher, step by step, through the entire research process with practical suggestions. This "do-it-yourself, understand-it-yourself" approach is designed to help research students understand the fundamental structure of quality research in any discipline including:

Accounting • Agriculture • Anthropology • Architecture • Art Education • Behavioral Research • Biology • Business Administration • Business Communication • Business Education • Business Law • Chemistry • Child and Family Studies • Civil/Construction Technology • Clothing and Textiles • Communications • Computer Information Systems • Counseling • Criminal Justice • Criminology • Decision Science • Economics • Education • Electronic Technology • English • Environmental Technology • Foods and Nutrition • Foreign Languages • Geography • Geology/Oceanography • Government • Health Sciences • History • Hospitality Careers • Insurance • Journalism • Library Science • Literature • Management • Marketing • Mathematics • Mechanical/Industrial Technology • Minority Studies • Music/Musicology • Nursing • Nutrition • Philosophy • Physical Education • Physics/Astronomy • Political Science • Psychology • Real Estate • Religion • Sociology • Social Work • Speech/Speech Therapy • Taxation • Technical Trades • Theater • Theology • Urban Studies

### **About the Author**

Paul D. Leedy is late of the American University.

Jeanne Ellis Ormrod holds a B.A. degree in psychology from Brown University and M.S. and Ph.D. degrees from The Pennsylvania State University. For more than twenty years she was a faculty member at the University of Northern Colorado, where she taught courses in learning and cognition, educational psychology, measurement, and research methods; she is currently Professor Emerita of Psychological Sciences at UNC. Dr. Ormrod has published numerous research articles but is probably best known for this textbook and several other Pearson books: *Human Learning* (6th ed., 2012); *Educational Psychology: Developing Learners* (7th ed., 2011); *Essentials of Educational Psychology* (3rd ed., 2012); *Our Minds, Our*

*Memories: Enhancing Thinking and Learning at All Ages* (2011); and *Child Development and Education* (with Teresa McDevitt; 5th ed. in press).

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