



# Introduction to Facet Theory: Content Design and Intrinsic Data Analysis in Behavioral Research (Applied Social Research Methods)

*Samuel Shye, Dov Elizur*

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Using detailed examples, the authors introduce readers to the use of facet theory as a method for integrating content design with data analysis. They show how facet theory provides a strategy for conceptualizing a study, for formulating the study's variables in terms of its purposes, for systematic sampling of the variables and for formulating hypotheses. The first part of the book introduces mapping with specific emphasis on mapping sentences. Part Two explores procedures for processing multivariate data. In conclusion there is a discussion of the nature of scientific enquiry and the difference between research questions and observational questions.

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