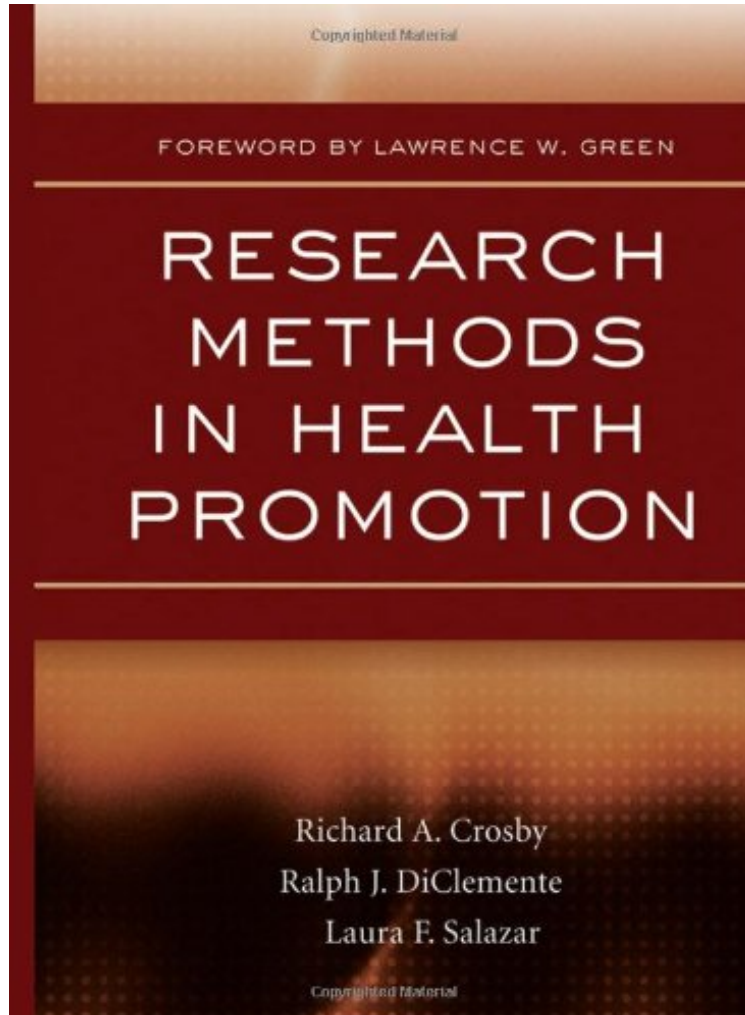


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"hellip;a useful textbook for introductory courses addressed to university students and to professionals working in the field of health promotionhellip;" (PsycCritiques, 09/06/2007)From the Back CoverA THOROUGHLY UPDATED EDITION OF THE BESTSELLING GUIDE TO HEALTH PROMOTION AND RESEARCH Research Methods in Health Promotion provides students and practitioners with essential knowledge and skills regarding the design, implementation, analysis, and interpretation of research in the field of health promotion. This book presents an easy-to-follow, complete approach to research. In this Second Edition, the authors have updated their popular text with new content and features that make Research Methods in Health Promotion more engaging, more relevant, and more comprehensive. Updates include: New chapters on community-based participatory research, large-scale surveys, and qualitative data analysis Recent examples and cases encompassing all levels of health promotion, from individual to structural New pictures, graphics, chapter previews, and definitions of key concepts to enhance the learning experience Renewed emphasis on global health promotion and the integration of public health with environmental health Expanded content related to new sampling methods, various types of triangulation, and cost-benefit analysis Research Methods in Health Promotion presents information in a clear, readable way, keeping jargon to a minimum and encouraging readers to reinforce what they have learned by considering discussion and practice questions. The result is a demystification of research methods that anyone in the field of health promotion will find indispensable.About the AuthorRichard A. Crosby is an associate professor in the Department of Health Behavior in the College of Public Health at the University of Kentucky. Crosby received his B.A. degree (1981) in school health education from the University of Kentucky and his M.A. degree (1984) in health education from Central Michigan University. His Ph.D. degree (1998) is in health behavior and is from Indiana University. Crosby was formerly an assistant professor at the Rollins School of Public Health, and previous to that appointment he was a Fellow of the Association of Teachers of Preventive Medicine. He currently teaches graduate courses in public health and research methods. Crosby's research interests include development and application of behavioral theory to health promotion, particularly in adolescent and young adult populations. 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