Research Methods
Evaluation in the EXTREME

Over the past two decades there has been a substantial increase in the funding of research in and on violently-divided societies (VDS). But, how do we know whether a piece of research (or a programme of research) has made any difference in such VDS – and whether constructively or destructively? This book is the first attempt to bring together representatives of those groups that constitute the major stakeholders in the answering of this question – researchers, evaluators, funders, and practitioners. The book brings together and harnesses the political, technical, and methodological sensitivities and capacities of these groups to a critical interrogation of the impact and evaluation of research in VDS.

It features case studies and chapters which explore the interconnections between research, evaluation, impact, and politics in VDS. The case studies explain the heterogeneity of violence that divides societies. It includes cases where militarized violence has divided societies (Sri Lanka, Darfur, Pakistan. Northern Ireland); cases on the evaluation of HIV/AIDS research and the politics of policy-making in South Africa; and a study of child-focused interventions in communities of sex workers in South Asia. The latter two cases explain the structures and processes of violence that divide societies. The South African case raises questions about the ‘chameleonizing’ nature of violence in societies “in transition”, while the South Asian cases highlight the iatrogenic impacts of child protection interventions (that is, where developmental interventions to protect children have the opposite effect, to increase vulnerability). The book includes one charting out the “constituent literatures” that underpin the conceptual and theoretical terrain of the book; and one addressing the challenges of building this field of work systematically.

Each subsection is prefaced with a brief Introduction, tying the chapters of that section into the cross-cutting themes of the book.
Contents

Essential Reads ................................................................. 2-4
General Research Methods .................................................. 5-12
Research Projects & Dissertations ........................................ 12-13
Literature Review ............................................................... 13
Quantitative Methods & Statistics ........................................ 13-18
Social Network Analysis ...................................................... 19
Statistical Software Guidelines ............................................. 20-21
Survey Research Methods .................................................... 21-22
Evaluation ........................................................................... 23-25
Mixed Methods Research .................................................... 26-28
Online Digital Research ....................................................... 24-26
Data Visualization ............................................................... 28
eBooks & Digital Solutions .................................................. 29
Qualitative Research .......................................................... 29-33, 36-37
Bestsellers in Research Methods .......................................... 34-35
Action Research ................................................................. 38
Ethnography ......................................................................... 39
Case Study Methods ........................................................... 40
Focus Group Research ........................................................ 40
Grounded Research ............................................................ 40-41
Interviewing ......................................................................... 41-42
Narrative & Discourse Methods .......................................... 42-43
Visual Methods ..................................................................... 44
Children & Young People Research ...................................... 45
Methods for Business & Management .................................. 45-46
Methods for Counselling & Psychotherapy ............................ 46
Methods for Education ........................................................ 47
Methods for Geography & Urban Studies ............................. 47-49
Methods for Health & Social Care ........................................ 49-50
Methods for Media ............................................................. 51
Methods for Politics & International Relations ....................... 51
Methods for Psychology ...................................................... 51-52
Study Skills ......................................................................... 53
New & Recent Major Works .................................................. 54-55
Index .................................................................................. 56-60
RESEARCH METHODS FOR BUSINESS AND SOCIAL SCIENCE STUDENTS

Second Edition

John Adams British University, Hafiz T A Khan Middlesex University Business School and Robert Raeside Edinburgh Napier University

Research Methods for Business and Social Science Students aims to present a clear discussion of the research methods employed in various disciplines related to our daily life problems. The theoretical basis of research methods is explained clearly and succinctly. Collecting data is a key part of the book and this includes both qualitative and quantitative methods of data collection, along with the advantages and disadvantages of each method. The book also describes in clear terms how students can analyse data, interpret results and link these to the literature review and hence their own contribution.

CONTENTS
Introduction to Research / Research Methodology / The Research Cycle / Literature Review and Critical Reading / Sampling / Primary Data Collection / Secondary Data Collection / Surveys / Interviews and Focus Groups / Qualitative Data Analysis / Descriptive Quantitative Analysis / Correlation and Regression / Advanced Statistical Analysis / Test of Measurement and Quality / Conducting Your Research / Writing and Presenting the Dissertation / Appendices / Bibliography and Further Reading

SAGE Response
2014 • 304 pages • Paperback (978-8-132-11366-9) • ₹ 650.00

QUALITATIVE RESEARCH IN MANAGEMENT

Methods and Experiences
Edited by Rajen K Gupta Management Development Institute, Gurgaon and Richa Awasothy Assistant Professor, Organizational Behaviour, IMI, New Delhi

Qualitative research has great possibility to connect research and practice, I, therefore, recommend this book to all serious researchers who want to make a difference.

Dr Anil Khandelwal, ex-CMD, Bank of Baroda and author of Dare to Lead

This book is the first of its kind on qualitative research in management in the Indian context. It covers the philosophy and practice of qualitative research, and presents the journeys of 10 management scholars who describe their experiences of doing qualitative research while explaining their choice of varied methods. Both aspiring and experienced management researchers will find it an invaluable resource.

ABRIDGED CONTENTS
Preface / Acknowledgements / I: PHILOSOPHY OF QUALITATIVE RESEARCH / II: EXPERIENCES AND METHODS / III: CONCLUSION / Index

SAGE Response
2015 • 292 pages • Paperback (978-9-351-50103-9) • ₹ 695.00

MEDIA AUDIENCE RESEARCH

A Guide for Professionals

Third Edition

Graham Mytton an independent media research consultant and trainer, Dorking, the United Kingdom, Peter Diem an independent media research consultant, Vienna, Austria. and Piet Hein van Dam an independent research consultant, Amsterdam, the Netherlands.

The only comprehensive training book on conducting research into all forms of media. This book outlines all the methods for conducting research—both active and passive as well as quantitative and qualitative—in all forms of media, including new media such as the Internet, mobile phones and social media. It explains the ways in which media audiences are measured, understood and taken into account in media planning, advertising sales and social development campaigns.

CONTENTS

2015 • 280 pages • Paperback (978-9-351-50643-0) • ₹ 595.00 (tent)

About the Authors

Dr Graham Mytton is an Independent media research consultant and trainer based in Dorking, UK. He was a founder member of the Pan African Media Research Organization, and was awarded the Piet Smit Achiever Award for 2012 in recognition of services to media research in Africa. He is Honorary Fellow of the Bangladesh Marketing and Social Research Society.

Dr Peter Diem studied Law and Political Science in Austria and in the USA. After a short period in book market research (1977-1978) he started to build up TV and Radio Research for ORF, the public service network of Austria. He was head of the audience research department of ORF until 1999.

Dr Piet Hein van Dam is an independent research consultant based in Amsterdam, the Netherlands. He is also a Chief People Officer of Netquest, the independent online field provider for the market research sector in Spain, Portugal and Latin America.
RESEARCH METHODOLOGY
A Step-by-Step Guide for Beginners

Fourth Edition

Ranjit Kumar University of Western Australia

This edition contains essential information for beginning researchers and it is presented in a clear and coherent way which engages the reader. The reader is supported through references to research, questions posed and very well thought through examples. This is a publication which is a pleasure to read cover to cover, although it can be dipped into as necessary.

Dr Liane Purnell, Senior lecturer, Newman University College

Research Methodology: A Step by Step Guide for Beginners has been written specifically for those with no previous experience of research or research methodology. Written in a logical and accessible style and providing helpful techniques and examples, it breaks the process of designing and doing a research project into eight manageable operational steps. The book guides you through your project from beginning to end by offering practical advice on:

- Formulating a research question
- Ethical considerations
- Carrying out a literature review
- Choosing a research design
- Selecting a sample
- Collecting and analysing qualitative and quantitative data
- Writing a research report

This book is accompanied with a companion website: www.uk.sagepub.com/kumar4e

CONTENTS


SAGE Texts
2014 • 426 pages
Paperback (978-9-351-50133-6) • ₹ 550.00

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MARKETING RESEARCH

A Global Outlook

V Kumar Regents’ Professor, Georgia State University, Atlanta.

Marketing Research: A Global Outlook is a comprehensive text that tracks the dynamic world of global marketing and undertakes a systematic approach in discussing the steps involved in the process of conducting marketing research.

Key Feature:
- Overview of marketing research processes including introduction of key concepts, exploring relevant issues, and highlighting major challenges to understand and coordinate the entire process.
- Focus on the important phases of marketing research such as understanding its nature and scope, data collection, questionnaire designing, sampling, and analysis and presentation of results.
- Numerous country-specific examples and cases from the global perspective giving detailed insight into the developments around the world.
- Dedicated and up-to-date inclusion of a section on the aspects of marketing research in major geographical areas.
- Chapter-end review exercises and case-based questions for critical and in-depth understanding.

Companion website available at: www.study.sagepub.com/vkumar_MRG

CONTENTS

SAGE Texts
2015 • 560 pages
Paperback (978-9-351-50248-7) • ₹ 495.00

About the Author

V Kumar is a Regents’ Professor, Richard and Susan Lenny Distinguished Chair and Professor in Marketing, and the Executive Director of the Center for Excellence in Brand and Customer Management, and the Director of the PhD Program in Marketing at the J. Mack Robinson College of Business, Georgia State University. He is also the first person outside of China to be named Chang Jiang Scholar, Huazhong University of Science and Technology, Wuhan, China, and Lee Kong Chian Fellow, Singapore Management University, Singapore.

1. How this book will help students and professionals in doing research work?
This engaging book provides a practical, detailed, and well-documented guide through all phases of conducting marketing research in a global environment. The book communicates the essence of global marketing research to future managers and researchers regarding the applicability of marketing research, research alternatives, recognizing effective and ineffective research, and implementing the results in a cross-cultural scenario.

2. What are the major problems that one faces while conducting global research?
Researchers operating in international markets are often faced with managerial challenges about determining the level of presence, attractiveness of markets, form of operation, product offerings, the marketing plan, and long-term strategy to stay/grow/exit the international markets. From this perspective, this book will focus on multi-country marketing research, aimed at solving multi-country marketing problems, as opposed to national marketing alone.

3. How the current trends in internet are affecting the marketing research work?
The advances in the Internet, communication technology, and computing systems have quickened the exchange and gathering of information. This places emphasis on collecting data and getting it to the end users for timely decision making. With Internet penetration, the opportunities in terms of data collection, administering research surveys, and implementing marketing campaigns pose exciting times for the researchers.

4. What is the future of global marketing research?
The recent growth in global marketing research is due to the growth in world economy, frequent innovations, and increasing competitive pressures. Some developments to watch out for in the future include the burgeoning space of big data, the growing importance of cloud computing, newer research analysis and techniques, and increased attention to privacy issues. These developments pose challenges in unique ways and global marketing research will be in the forefront of dealing with them.
INTRODUCING RESEARCH METHODOLOGY

A Beginner’s Guide to Doing a Research Project

Second Edition

Uwe Flick Free University Berlin

In the Second Edition of this textbook designed for new researchers, Uwe Flick takes readers through the process of producing a research project. The book gives readers the fundamental data collection and analysis skills that they need for their first project, as well as a good understanding of the research process as a whole. It covers both quantitative and qualitative methods, and contains plenty of real-life examples from the author’s own research. The book will help readers to answer questions such as:

- why do social research in the first place?
- how do I develop a researchable question?
- what is a literature review and how do I conduct one?
- how could I collect and analyze data?
- what if I want to do my research online?

CONTENTS


2015 • 320 pages
Hardback (9781446294239) • £75.00
Paperback (9781446294246) • £26.99

RESEARCHING SOCIAL LIFE

Fourth Edition

Edited by Paul Stoneman and Nigel Gilbert both at University of Surrey

Paul Stoneman and Nigel Gilbert breathe new energy into this classic bestselling textbook providing clear, relevant advice and extensive coverage of all the research methods needed to understand today’s society.

Packed full of examples from across the social sciences, Researching Social Life sets out all of the challenges and opportunities of interpreting and conducting research using qualitative, quantitative and mixed methods.

The book follows the chronology of a typical research project, from initial conception through to the collection, management and analysis of data; it also includes material on how best to write up and disseminate your research. This pragmatic approach mirrors the reality of conducting research and allows the hand-picked, internationally renowned contributors to embed real case studies from their own research in each chapter.

The student-orientated pedagogy is carefully woven throughout the book and further supported by a cutting-edge website.

Key tools include:

- in-depth worked examples
- case studies
- discussion questions
- checklists
- annotated further reading
- practical tips for doing research
- video.

With unparalleled breadth and depth this trusted and respected textbook is an essential guide for anyone engaging with social research.

CONTENTS

Conceptualising Social Life / Research: Theory and Method / Formulating and Refining a Research Question / Conducting Systematic Reviews / The Foundations of Quantitative Research / Grounded Theory / Mixed Methods / Participatory Approaches to Social Research / Evaluation Research / The Ethics of Social Research / Designing Samples / Designing Questionnaires / Measuring Attitudes / Focus Groups / Qualitative Interviewing / Ethnography / The Internet and Research Methods / Coding and Managing Data / Analysing Survey Data / International Comparative Research / CAQDAS / Thematic Analysis / Narrative Analysis / Conversation and Membership Categorisation Analysis / Analysing Visual Methods / Digital Social Research / Writing about Social Research / The Impact of Social Research

2015 • 673 pages
Hardback (9781446295441) • £90.00
Paperback (9781446295458) • £32.99

Connect with SAGE!
General Research Methods

DOING REAL RESEARCH
A Practical Guide to Social Research
Eric Jensen University of Warwick and Charles Laurie University of Oxford

Challenging the formality and idealized settings of conventional methods teaching and opting instead for a real-world approach to social research, this book offers frank, practical advice designed to empower students and researchers alike. Theoretically robust and with an exhaustive coverage of key methodologies and methods, the title establishes the cornerstones of social research. Supported by a wealth of learning features and tools, the textbook and website include:

- video top tips
- podcasts
- full text journal articles
- interviews with researchers
- student exercises
- real-world case studies.

CONTENTS
Part I: Laying the Foundations / Literature Review: A Realistic Approach to Finding and Using Prior Research / Research Design: Planning for the Unknowable, the Unexpected and the Undesirable / Being an Ethical Social Researcher / Part II: In the Field / Managing Threats to the Researcher and Participant / Identifying a Representative Sample and Making Research Claims / Gaining Participation: How to Reach and Involve Participants in Your Research / Part III: Data Collection Methods / How to do Survey Research with Limited Resources / How to do Qualitative Interviews and Focus Groups / How to do Small-Scale Ethnographic Research / Using Existing Data: Challenges and Opportunities / Part IV: Managing and Analyzing Data / Managing Qualitative and Quantitative Data / Analyzing Qualitative Data: Practical Strategies and Techniques / Analyzing Quantitative Data: Practical Strategies and Techniques / Part V: Presenting your Research / Writing Up Your Research for Academic Audiences / Engaging Publics and Stakeholders with Your Research

2016 • 416 pages
Hardback (97814462626670) • £75.00
Paperback (97814462626741) • £24.99

REAL RESEARCH
Research Methods Sociology Students Can Use
Liahna Gordon California State University, Chico

By taking an holistic approach, Real Research simplifies learning without short-changing content. Students learn about each step in the research process within the context of a particular research method. Each chapter begins with a description of the method and the logic that underlies it, so that students can see how each and every step in the research process fits within the logic of that particular method. The chapter then goes on to present all of the steps of research as they relate to that particular research method, from writing research questions through analysis. Students have a context in which to fit those steps and they can immediately see how each component of the process relates to the others.

CONTENTS
Interviewing / Observation and Ethnography / Surveys / Secondary Data Analysis / Existing Statistics Research / Content Analysis / Experiments for Evaluation Research

2015 • 288 pages
Paperback (9781452299365) • $68.00

TURNING IDEAS INTO RESEARCH
Theory, Design and Practice
Barbara Fawcett University of Birmingham and Rosalie Pockett University of Sydney

Barbara Fawcett and Rosalie Pockett use their expertise as supervisors and researchers to provide readers with the frameworks and the theoretical and practical guidance they need to design, carry out and communicate research effectively. Using a range of examples that relate research to the real world, they demonstrate:

- how to develop research questions
- how to select appropriate theoretical frameworks
- how to integrate theoretical perspectives with empirical research
- how to gather and interpret data
- how to ensure that the research undertaken makes a difference.

The authors’ user-friendly approach emphasizes the importance of participation, collaboration and inclusivity, and examines worldviews and understandings of knowledge to enable greater critical reflection.

CONTENTS

2015 • 184 pages
Hardback (9781446266700) • £75.00
Paperback (97814462666717) • £24.99

DOING INTERNATIONAL RESEARCH
Christopher Williams

This energetic and thought-provoking title encourages a reflexive, non-nationalistic approach to doing international research and sets out how to effectively plan, conduct and use this research. Introducing a range of frameworks, from desk-based studies and traditional ethnography to the use of internet, satellite and genetic data, the book grounds them in exciting, interdisciplinary examples. It explores:

- home-based research using international data such as documentaries, archives and studies of groups such as refugees, tourists and migrants
- distance research using online videos, surveys and remote methods such as video conferencing
- fieldwork abroad, both face-to-face and in local archives.

CONTENTS

2015 • 334 pages
Hardback (9781446273487) • £85.00
Paperback (9781446273494) • £26.99
This text provides a practical, hands-on introduction to data conceptualization, measurement and association through active learning. Students get step-by-step instruction on data analysis using the latest version of SPSS and the most current General Social Survey data. The book contains applications from across the social sciences—sociology, political science, social work, criminal justice, health, while covering a wide range of topics, including multivariate analysis at the higher end. For students who are using SPSS for the first time, the study site includes video tutorials on basic procedures and operations. The site also includes all SPSS data sets necessary for completing the exercises in the book.

CONTENTS

2015 • 496 pages
Paperback (9781483359588) • $73.00

This is an engaging, accessible introduction to social research for students who need to understand methodologies and their results. It provides a balanced treatment of qualitative and quantitative methods, integrating substantive and compelling examples and research techniques throughout. It is written in a less formal style than many comparable texts, complete with practical examples drawn from everyday experience. The book has an interactive ebook version with links to relevant video content, SAGE journal articles, interactive exercises and more. New to this edition:

• a new chapter on unobtrusive measures
• new ‘research in the news’ boxes throughout
• a new ‘careers and research’ box showing applications of social research for a variety of careers
• increased coverage of mixed methods, and the use of technology and web-based research
• the interactive ebook has been updated with new functionality for assessments and new videos
• new research that matters, questions that count boxes featuring research vignettes based on sage journal articles.

CONTENTS

2015 • 400 pages
Paperback (9781483380612) • $93.00

The book that has helped demystify qualitative and quantitative research articles for thousands of readers, from the authors of the bestselling Proposals that Work, has been revised. This edition is completely reorganized to separate quantitative and qualitative research with four new distinct sections: research reports; quantitative research; qualitative research; and research reviews. The authors presume no special background in research, and begin by introducing and framing the notion of reading research within a wider social context. Next they offer insight on when to seek out research, locating and selecting the right reports, and how to help evaluate research for trustworthiness.

2015 • 320 pages
Paperback (9781483331652) • $65.00

Written by highly regarded experts in the field, the first part of the book sets out the fundamentals necessary for rigorous realist research, while the second part deals with a number of its most important applications, discussing it in the context of case studies, action research and grounded theory amongst other approaches. Grounded in philosophical methodology, this book goes beyond understanding knowledge justification only as empirical validity, but instead emphasizes the importance of a strong theoretical base for all good research. The authors consider both quantitative and qualitative research methods, and approach methodology from an interdisciplinary viewpoint. Using abductive reasoning as the starting point for an insightful journey into realist inquiry, this book demonstrates that scientific realism continues to be of major relevance to the social sciences.

2015 • 208 pages
Hardback (9781446258842) • £85.00
Paperback (9781446258859) • £27.99
INVESTIGATING THE SOCIAL WORLD
The Process and Practice of Research
Eighth Edition
Russell K Schutt University of Massachusetts Boston
This latest edition of this perennially successful social research textbook makes research come alive through illustrative stories and hands-on exercises that help students learn by doing.
2014 • 688 pages
Paperback (9781483350677) • $122.00

RESEARCH FOUNDATIONS
How Do We Know What We Know?
Douglas Woodwell University of Indianapolis
Taking the fear out of designing research, this book shows how to mentally frame research in a way that is understandable and approachable, and discusses specific issues that will help the reader in understanding the options available when doing their research.
2014 • 224 pages
Paperback (9781483306742) • $45.00

THE LIMITS OF SOCIAL SCIENCE
Causal Explanation and Value Relevance
Martyn Hammersley The Open University
This book engages with key intellectual challenges facing social science today, at a time when it is under considerable pressure to demonstrate its value. It addresses questions that carry implications for research practice, quantitative or qualitative, by making use of contemporary examples.
2014 • 192 pages
Hardback (9781446287491) • £90.00
Paperback (9781446287507) • £29.99

INVESTIGATING THE SOCIAL WORLD
The Process and Practice of Research
Eighth Edition
Russell K Schutt University of Massachusetts Boston
This latest edition of this perennially successful social research textbook makes research come alive through illustrative stories and hands-on exercises that help students learn by doing.
2014 • 688 pages
Paperback (9781483350677) • $122.00

RESEARCH METHODS, STATISTICS, AND APPLICATIONS
Kathrynn A Adams and Eva K Lawrence both at Guilford College
This book consistently integrates methods and statistics while including multiple examples and practical application to make the material more interesting, taking some of the mystery and anxiety out of learning research methods and statistics.
2014 • 656 pages
Paperback (9781452220185) • $89.00

THE BUSINESS OF PEOPLE
The Significance of Social Science over the Next Decade
Campaign for Social Science
The Business of People looke at the backdrop to the UK elections taking place in May 2015 to argue that we need to invest in science and innovation – not just for the sake of ‘UK plc’ and prospects for growth and economic recovery, but to inform debate and policymaking around migration, housing, devolution of power within the UK and the UK’s position in Europe.
The report sets out demands for new economic and social knowledge then illustrates the many ways in which social scientists are contributing to changing practice and deepening knowledge.
An open access electronic version of the report will be downloadable from www.campaignforsocialscience.org.uk
2015 • 48 pages
Paperback (9781473918825) • £10.00

THE IMPACT OF THE SOCIAL SCIENCES
How Academics and Their Research Make a Difference
Simon Bastow, Patrick Dunleavy and Jane Tinkler all at London School of Economics and Political Science
Based on a three-year research project studying the impact of 360 UK-based academics, this book explores how academic research in the social sciences achieves public policy impacts, contributes to economic prosperity, and informs public understanding of policy issues as well as economic and social changes.
2014 • 344 pages
Hardback (9781446275092) • £63.00
Paperback (9781446275108) • £20.99

Understanding the Value of Social Science in Today’s World

THE BUSINESS OF PEOPLE
The Significance of Social Science over the Next Decade
Campaign for Social Science
The Business of People looke at the backdrop to the UK elections taking place in May 2015 to argue that we need to invest in science and innovation – not just for the sake of ‘UK plc’ and prospects for growth and economic recovery, but to inform debate and policymaking around migration, housing, devolution of power within the UK and the UK’s position in Europe.
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2014 • 344 pages
Hardback (9781446275092) • £63.00
Paperback (9781446275108) • £20.99
SOCIAL SCIENCE RESEARCH
From Field to Desk
Barbara Czarniawska
University of Gothenburg

Written with much wry humor, the book - which is filled with practical advice, from how to treat sources, to why correct referencing is important - will be as enjoyable for an experienced researcher as it is for a neophyte. Read this book.

- Dvora Yanow, Professor of Organizational Studies, Keele University

2014 • 192 pages
Hardback (9781446293935) • £89.00
Paperback (9781446293942) • £28.99

RESEARCHING RACISM
A Guidebook for Academics and Professional Investigators
Muzammil Quraishi and Rob Philburn
both at University of Salford

This book offers a one-stop guide to the meaning of racism, key studies in the field, core methodologies and an agenda for research for the future. Discussing the salient aspects of race and racism in contemporary society alongside methodological and practical considerations of qualitative research in the field, Researching Racism is not only an original textbook but also a crucial guide for anyone beginning their own research on racism. Based on Muzammil Quraishi and Rob Philburn’s extensive background as researchers, supervisors and teachers, this book:

- offers a clear and accessible account of an interdisciplinary and complex topic
- incorporates historical, legislative and international dimensions of race and racism
- outlines and illustrates a range of qualitative research methods
- provides case studies and engaging examples
- includes a tool kit for researchers of racism.

This is an indispensable guide for students wanting to research race and racism across the social sciences.

CONTENTS
The History of Race / Defining and Conceptualising Racism / Anti-Racism: Law and Policies / Race, Racism and Everyday Life / Race, Racism and Qualitative Methods / Racism Research: Three Case Studies / Conclusion: Racism and Future Directions

2015 • 200 pages
Hardback (9781847875334) • £65.00
Paperback (9781847875341) • £22.99

MAKING SENSE OF REALITY
Culture and Perception in Everyday Life
Tia DeNova Exeter University

How do we know what is real in everyday life? What makes some things meaningful and others instantly forgettable? In this accomplished study, Tia DeNova helps us to make sense of reality. She demonstrates how technology, objects, people and gestures operate and combine to produce a sense of ‘real’ experience.

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RESEARCHING ORGANIZATIONS
The Practice of Organizational Fieldwork
Matthew Jones University of Cambridge

A great contribution to the study of organizations [...] Researching Organizations wrestles with very important yet all too often neglected issues in the practice of fieldwork methodology. The book is based on meticulous scholarship yet entertaining to read.

- Aleks Aaltonen, The London School of Economics and Political Science

2014 • 240 pages
Hardback (9781446257210) • £89.00
Paperback (9781446257227) • £29.99

Now in Paperback!
THE SAGE HANDBOOK OF INNOVATION IN SOCIAL RESEARCH METHODS
Edited by Malcolm Williams University of Cardiff and W Paul Vogt Illinois State University

Bringing together the most innovative contemporary ideas in method and methodology from global experts, this book, now available in paperback, is a review of what is best, what is new and of where methods is going.

Hardback 2011 / Paperback 2014 • 664 pages
Hardback (9781412946483) • £110.00
Paperback (9781446295830) • £34.99
DIGITAL ETHNOGRAPHY
Principles and Practice
Sarah Pink, Heather Horst, John Postill, Larissa Hjorth, Tania Lewis, and Jo Tacchi all at RMIT University

Digital ethnography is central to our understanding of the social world; it can shape methodology and methods, and provides the technological tools needed to research society. The authoritative team of authors clearly set out how to research localities, objects and events as well as providing insights into exploring individuals’ or communities’ lived experiences, practices and relationships.

The book:
• Defines a series of central concepts in this new branch of social and cultural research
• Challenges existing conceptual and analytical categories
• Showcases new and innovative methods
• Theorises the digital world in new ways
• Encourages us to rethink pre-digital practices, media and environments

This is the ideal introduction for anyone intending to conduct ethnographic research in today’s digital society.

2015 • 216 pages
Hardback (9781473902374) • £75.00
Paperback (9781473902381) • £26.99

SOCIAL RESEARCH METHODS
The Essentials Second Edition
Nicholas Walliman, Oxford Brookes University

Nicholas Walliman is the Supervisor in your students’ pockets, making sure they understand all the essential methods for successfully carrying out a research project and negotiating the challenges and pitfalls. In this book, he:
• Takes students step-by-step through the research process
• Helps them formulate clear aims and objectives
• Explains all the vocabulary to understand the A – Z of research methods
• Ends each chapter with a reading guide for taking learning further with more resources to help get a deeper understanding of the issues discussed
• Improves research reports with practical advice on presenting findings in great tables, graphs and diagrams
• Opens his office door with reflective questions (and answers)
• Delivers the confidence to get started and get finished!

Social Research Methods: The Essentials is the perfect starting point and guide for your students’ research project

2015 • 272 pages
Hardback (9781473916197) • £65.00
Paperback (9781473916203) • £21.99

PRESENTING YOUR RESEARCH
Conferences, Symposia, Poster Presentations and Beyond
Lucinda Becker University of Reading

This is an admirably comprehensive, concise, and above all, practical, step-by-step guide to the process of giving an academic presentation. Highly recommended

- Dr Matthew Copping, Student Learning Advisory Service, University of Kent

SUCCESS IN RESEARCH
2014 • 160 pages
Hardback (9781446275887) • £63.00
Paperback (9781446275894) • £20.99

AN INTRODUCTION TO RESEARCH, ANALYSIS, AND WRITING
Practical Skills for Social Science Students
Bruce O Newsome University of California, Berkeley

An introduction to the practical and applied skills required to complete a senior capstone thesis project in the social sciences, this book covers the whole project from topic choice to written delivery, and teaches practical skills to social scientific standards. It is an introductory, practical and accessible guide to the research project.

2015 • 304 pages
Paperback (9781483352558) • $52.00

AN EASYGUIDE TO RESEARCH PRESENTATIONS
Janie H Wilson Georgia Southern University and Beth M Schwartz Randolph College

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SEVEN STEPS TO A COMPREHENSIVE LITERATURE REVIEW
A Multimodal and Cultural Approach
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This is not a book that 'teaches' statistics but rather helps those who already have a knowledge of statistics refresh that knowledge and will point them in the right direction of what 'stat' to use and when to use it.

Contents

Frequency Analysis / Group Comparisons / Repeated Measures Analyses / Correlational Analyses / Kappa Coefficient of Agreement / Spearman Correlation Coefficient / Phi Correlation Coefficient / Cramer’s V Coefficient / Simple Logistic Regression / Multiple Logistic Regression / Discriminant Analysis / Pearson Correlation Coefficient / Simple Linear Regression / Multiple Linear Regression / Canonical Correlation / Exploratory Factor Analysis / Confirmatory Factor Analysis / Cluster Analysis / Path Analysis / Structural Equation Modeling / Hierarchical Linear Modeling

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Robert Andersen University of Toronto and David A Armstrong II University of Wisconsin

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Contents


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Dana K Keller Halcyon Research, Inc.

Providing a new approach to statistics in plain English, this text explains what statistics mean and how they are used, rather than how to calculate them. The book walks readers through basic concepts, as well as some of the most complex statistical models in use. Those who want to be informed about statistics but do not want to spend a lot of time learning how to compute them should not be without this volume.

The Second Edition contains new chapters on ‘big data’ on the one hand, and on small data situations on the other end of the spectrum; on missing data; and on effect sizes.

Contents

STATISTICS WITHOUT MATHEMATICS
David J Bartholomew London School of Economics

This is a book about the ideas that drive statistics. It is an ideal primer for students who need an introduction to the concepts of statistics without the added confusion of technical jargon and mathematical language. It introduces the intuitive thinking behind standard procedures, explores the process of informal reasoning, and uses conceptual frameworks to provide a foundation for students new to statistics. It showcases the expertise we have all developed from living in a data saturated society, increases our statistical literacy and gives us the tools needed to approach statistical mathematics with confidence.

Key topics include:
• variability
• standard distributions
• variation
• sampling
• inference

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Introduction: Before We Begin / Picturing Variability / Interpreting Variability / Three Standard Distributions / Summarising Variation / The Analysis of Variation / Covariation / Sampling / Introduction to the Ideas of Inference / Sampling Distributions and More on Inference / Inference about Averages / Binary Data / Goodness of fit / Unobserved Variables / Retrospect

2015 • 240 pages
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DATA LITERACY
A User's Guide
David Herzog Missouri School of Journalism

We are swimming in a world of data, and this handy guide will keep students afloat while they learn to make sense of it all. David Herzog, a journalist with more than 15 years of experience using data analysis to transform information into captivating storytelling, introduces readers to the fundamentals of data literacy. Assuming the reader has no advanced knowledge of data analysis or statistics, the book shows how to create insight from publicly available data. Extensively illustrated, step-by-step instructions within a concise, yet comprehensive, reference will help readers to master:
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• how to develop a ‘database set of mind’
• how to gather and evaluate data
• how to clean up ‘dirty data’
• how to visualize data
• how to use tools for data analysis and visualization.

CONTENTS
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Howard T Tokunaga San Jose State University

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The book is organized into three general categories:

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Raymond A Kent University of Stirling

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Using multidisciplinary non-experimental data sets, it demonstrates that data analysis is really an active dialogue between ideas and evidence, between research objectives and data in a data set. Each data set is returned to throughout the chapters, enabling readers to see the role of the researcher in action. It also showcases the difference between each approach and the significance of the different decisions that must be made when moving through analysis.

CONTENTS

Part I: Quantitative Data: Structure, Preparation and Analysis Approaches / Data Structure / Data Preparation / Approaches to Data Analysis / Part II: Variable-Based Analyses / Uni- and Multivariate Analyses / Part III: Case-Based Analyses / Set-Theoretic Methods and Configurational Data Analysis / Part IV: Comparing and Conforming Approaches / Variable-Based and Case-Based Approaches / Evaluating Hypothesis, Explaining and Communicating Results

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An Introduction

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- coverage of the differences between linearity and non-linearity through the use of more visual illustrations
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CONTENTS
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Jason W Osborne University of Louisville

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Statistical Power Analysis in Research
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CONTENTS

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Manfred te Grotenhuis and Anneke Matthijssen both at Radboud University Nijmegen

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Randall E Schumacker University of Alabama

Distinguishing itself by not only teaching statistics in a straightforward and concise manner, but by also having clear explanations of how to run and utilize R, this book covers a wide range of topics from statistical topics of probability and sampling distribution to statistical theorems and chi-square.

2014 • 648 pages
Paperback (9781452286297) • $77.00
AN INTRODUCTION TO MATLAB FOR BEHAVIORAL RESEARCHERS
Christopher R Madan
A hands-on guide that shows psychology students how to use MATLAB for analyzing experimental data.
2014 • 280 pages
Paperback (9781452255408) • $46.00

IBM SPSS BY EXAMPLE
A Practical Guide to Statistical Data Analysis
Second Edition
Alan C Elliott University of Texas, Southwestern Medical Center and Wayne A Woodward Southern Methodist University
A practical, accessible guide for using SPSS in doing data analysis. This volume is designed to work across disciplines and the authors have provided a number of SPSS ‘step-by-step’ examples in most chapters showing the user how to plan a study, prepare data for analysis, perform the analysis and interpret the output from SPSS. In addition, the authors provide helpful hints and insights through the features ‘Tips and Caveats’ and ‘Sidebar’.
New to this edition:
• two new chapters: ‘Creating and Using Graphs’ and ‘Factor Analysis’
• a new section on syntax included in an appendix
• all chapters have been updated to reflect current menu options along with many SPSS screenshots.
CONTENTS
Describing and Examining Data / Creating and Using Graphs / Comparing One or Two Means Using the t-Test / Correlation and Regression / Analysis of Categorical Data / Analysis of Variance and Covariance / Non-Parametric Analysis Procedures / Logistic Regression / Factor Analysis
2015 • 360 pages
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USING IBM® SPSS® STATISTICS FOR RESEARCH METHODS AND SOCIAL SCIENCE STATISTICS
Fifth Edition
William E Wagner, III California State University, Channel Islands
Ideal for readers learning to use SPSS for the first time, this book shows readers how to use images and directions drawn from SPSS Version 22.0, and now uses the latest version of the GSS (General Social Survey) as a secondary data set.
2014 • 168 pages
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FACTORIAL SURVEY EXPERIMENTS
Katrin Auspurg and Thomas Hinz both at University of Konstanz
This book provides a systematic and practical guide for researchers wishing to set up their own factorial survey design or to analyze factorial survey data.
CONTENTS
Why and When to Use Factorial Survey Methods / Setting up the Experimental Design / Setting up the Survey / Data Analysis / Further Aspects / Concluding Remarks
QUANTITATIVE APPLICATIONS IN THE SOCIAL SCIENCES
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E Kevin Kelloway Saint Mary’s University
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Theory and Applications

Erin E Ruel, William E Wagner, III California State University, Channel Islands and Brian J Gillespie Sonoma State University

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2015 • 416 pages
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APPLIED SURVEY SAMPLING

Edward Blair University of Houston and Johnny Blair Independent Consultant

Written for students and researchers who wish to understand the conceptual and practical aspects of sampling, this book is accessible without requiring advanced statistical training. It covers a wide range of topics, from the basics of sampling to special topics such as sampling rare populations, sampling organizational populations, and sampling visitors to a place.

Using cases and examples to illustrate sampling principles and procedures, the book thoroughly covers the fundamentals of modern survey sampling, and addresses recent changes in the survey environment, such as declining response rates, the rise of Internet surveys, the need to accommodate mobile phones in telephone surveys, and emerging uses of social media and big data.

CONTENTS

Section I: Sampling Basics / Introduction to Sampling / Defining and Framing the Population / Drawing the Sample and Executing the Research / Section II: Sample Size and Sample Efficiency / Setting Sample Size / Stratified Sampling / Cluster Sampling / Section III: Additional Topics In Sampling / Estimating Population Characteristics from Samples / Sampling in Special Contexts / Evaluating Samples

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CONSTRUCTING SURVEY DATA

An Interactional Approach

Gianpietro Gobo University of Milan and Sergio Mauceri La Sapienza University of Rome

In this (very) well-written book, the authors make a persuasive case for reuniting surveys and interviews; those methods have come to be the paradigm examples of the differences between quantitative and qualitative methods, but Gobo and Mauceri demonstrate that they could be natural allies in a mixed-method approach.

- Paul Vogt, Emeritus Professor of Research Methods and Evaluation, Illinois State University

2014 • 392 pages
Hardback (9781849201766) • £79.00
Paperback (9781849201773) • £25.99

STRUCTURAL EQUATION MODELING USING IBM SPSS STATISTICS AND EQS

Niels Blunch Aarhus School of Business

This student orientated guide to structural equation modeling promotes theoretical understanding and inspires students with the confidence to successfully apply SEM.

Assuming no previous experience, and a minimum of mathematical knowledge, Niels Blunch shines a light on each step of the structural equation modeling process and provides a detailed introduction to SPSS and EQS with a focus on EQS’ excellent graphical interface. He also sets out best practice for data entry and programming, and uses real life data to show how SEM is applied in research.

The book includes:

• learning objectives, key concepts and questions for further discussion in each chapter
• helpful diagrams and screenshots to expand on concepts covered in the texts
• a wide variety of examples from multiple disciplines and real world contexts
• exercises for each chapter on an accompanying companion website
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DEVELOPING MONITORING AND EVALUATION FRAMEWORKS

Anne Markiewicz Anne Markiewicz and Associates and Ian Patrick Ian Patrick and Associates

This text gives readers a clear structure for the development of monitoring and evaluation frameworks (MEFs), with the identification of practical steps and key stages. Features of the authors’ tested approach include: the identification of programme logic and evaluation questions; development of a monitoring plan; an evaluation plan; an implementation plan; and identification of processes for on-going data analysis and learning.

The authors draw on their extensive years of experience in developing MEFs to provide exemplars of good practice, while also offering practical tips and guidelines that can be used to address common pitfalls encountered in the development of MEFs.

2015 • 208 pages
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QUALITATIVE RESEARCH & EVALUATION METHODS

Integrating Theory and Practice

Fourth Edition

Michael Quinn Patton Utilization-Focused Evaluation, Saint Paul, MN

Drawing on more than 40 years of experience conducting applied social science research and programme evaluation, Michael Quinn Patton has crafted a comprehensive and systematic book on qualitative research and evaluation methods, inquiry frameworks and analysis options.

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CONTENTS

Part I. Framing Qualitative Inquiry: Theory Informs Practice, Practice Informs Theory / The Nature, Niche, and Value of Qualitative Inquiry / Strategic Themes in Qualitative Inquiry / Variety of Qualitative Inquiry Frameworks: Paradigmatic, Philosophical, and Theoretical Orientations / Practical and Actionable Qualitative Applications / Part II. Qualitative Designs and Data Collection / Designing Qualitative Studies / Fieldwork Strategies and Observation Methods / Qualitative Interviewing / Part III. Analysis, Interpretation, and Reporting / Qualitative Analysis and Interpretation / Enhancing the Quality and Credibility of Qualitative Studies

2015 • 832 pages
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THEORY-DRIVEN PROGRAM DESIGN AND EVALUATION

A Practical Guide to Achieving Social Impact

John Gargani Gargani & Company, Inc. and Stewart I Donaldson Claremont Graduate University

Linking programme design and evaluation, this book:

• is highly visual
• provides general principles of programme design that are applicable across many disciplines and sectors
• includes concrete tools that enable non-designers to produce sophisticated designs
• incorporates real-world examples
• integrates original, adaptable, multimedia cases that present students with hands-on opportunities to apply what they learn.

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Insights into Program Effectiveness, Quality, and Value

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Arlene Fink University of California at Los Angeles

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72 Activities for Teaching and Training
Second Edition
Hallie Preskill FSG Social Impact Advisors and Darlene Russ-Eft Oregon State University

This book provides 72 activities for learning about how to design and conduct evaluation studies. The activities address the entire evaluation process: understanding what evaluation is, the politics and ethics of evaluation, the influence of culture on evaluation, evaluation models, approaches, and designs, data collection and analysis methods, communicating and reporting an evaluation’s progress and findings, and building and sustaining support for evaluation. Each activity includes an overview, instructional objectives, time estimates, materials needed, handouts, and procedures for effectively using the activity with as few as two participants.

The book is ideal for use in programme evaluation courses in higher education, in professional development workshops, and for training of stakeholders in organizations.

2015 • 288 pages
Paperback (9781483334325) • $60.00

IMPLEMENTATION MONITORING AND PROCESS EVALUATION
Ruth P Saunders University of South Carolina

This book is a practical guide to the steps involved in planning and carrying out a comprehensive approach to monitoring a process or new programme, policy or practice implementation in an organization.

It examines the topic comprehensively through four phases: implementation planning; planning for implementation monitoring; carrying out the implementation monitoring plan; and summarizing, reporting and using the results. The book develops students’ skills in programme evaluation, specifically in implementation monitoring. An extended case study of a health education programme working with teenage girls is referred to throughout the book, providing a useful example appropriate to courses in education, health promotion, social work, public policy, or community studies. A ‘Your Turn’ feature in each chapter helps readers apply the material to their own area of study.

CONTENTS

2015 • 304 pages
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COST-EFFECTIVENESS ANALYSIS
Methods and Applications
Third Edition
Henry M Levin Columbia University, Patrick J McEwan Wellesley College and Clive Belfield Columbia University

This book provides students with the step-by-step methods to plan and implement a cost-analysis study. Through the use of numerous examples drawn from the applied literature, the authors demonstrate the four major techniques of cost analysis: cost-effectiveness; cost-benefit; cost-utility; and cost-feasibility.

They examine issues that are pertinent to the choice of analysis and its implementation: the nature of costs, including how to identify, measure and distribute costs; measuring effectiveness, utility and benefits; and, lastly the challenges of incorporating cost evaluations in the decision making process.

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Huey T Chen Mercer University

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Improving Evaluation Quality and Use
Michael S Trevisan Washington State University and Tamara M Walser University of North Carolina Wilmington

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MIXED METHODS FOR POLICY RESEARCH AND PROGRAM EVALUATION
Patricia Burch University of Southern California and Carolyn J Heinrich The University of Texas at Austin

Looking at policy research and programme evaluation from a mixed-methods perspective, this book guides students and researchers through the process of designing and conducting integrated qualitative and quantitative methods research to inform changes in public policy and programme practice. It is anchored in the authors’ tested framework that aims to strengthen the validity, relevance and use of findings by policy makers and practitioners. It includes case studies of evaluations of policy impact at the international, national and local level.

CONTENTS

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The Foundation for Rigorous and Influential Evaluations
Second Edition
Edited by Stewart I Donaldson Claremont Graduate University, Christina A Christie University of California, Los Angeles and Melvin M Mark Pennsylvania State University

Placing into perspective the meaning of evidence for evaluation professionals and applied researchers, the contributors to this book - a ‘who’s who’ in evaluation - provide observations about the diversity and changing nature of credible evidence.

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A CONCISE INTRODUCTION TO MIXED METHODS RESEARCH
John W Creswell University of Nebraska, Lincoln

This brief overview of mixed methods research takes readers through the essential steps in planning and designing a study. Ideal for the beginner as well as the more advanced researcher looking for a quick primer in mixed methods. The author is an authoritative mixed methods scholar.

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Vicki L Plano Clark University of Cincinnati, OH and Nataliya V Ivankova University of Alabama

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Bonnie K Nastasi Tulane University and John H Hitchcock

Providing guidelines for applying mixed methods research in the development of culturally specific intervention programmes and the subsequent evaluation, this book will appeal to those who conduct research in applied areas where both qualitative and quantitative research techniques are essential.

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James Alan Fox Northeastern University

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**QUANTITATIVE APPLICATIONS IN THE SOCIAL SCIENCES**
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NEW!

**DOING QUALITATIVE RESEARCH ONLINE**
Janet E Salmons Vision2Lead and Capella University School of Business and Technology

This book gives students and researchers the practical and scholarly foundations needed to gain digital research literacies essential for designing and conducting studies based on qualitative data collected online. The book takes a broad view of methodologies, methods and ethics, covering:

- ethical issues in research design and ethical relationships with participants
- designing online qualitative studies
- collecting qualitative data online through interviews, observations, participatory and arts-based research and a wide range of posts and documents.
- analyzing data and reporting findings.

Written by a scholar-practitioner in e-learning and online academia with 15 years' experience, this book will help all those new to online research by providing a range of examples and illustrations from published research.

**CONTENTS**
Qualitative Approaches for Research in a Data-Intensive World / Section I: Ethical Research Online / Ethical Issues at the Design Stage / Ethical Relationships with Participants from Recruitment through Completion of the Study / Section II: Designing Online Qualitative Studies / Choosing Methodologies for Online Studies / Choosing Methods and Information and Communications Technologies for Online Studies / Section III: Collecting Qualitative Data Online / Collecting Extant Data from Online Documents, Records and Archives / Collecting Elicited Data through Online Interviews and Participant Observations / Collecting Enacted Data through Online Simulations or Arts-Based Research / Section IV: Analyzing Data And Reporting Findings / Analyzing, Interpreting and Presenting Findings / Writing, Reporting and Contributing to the Literature

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NEW!

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This cutting-edge title provides an introduction to digital social research tools and methods that harness the ‘data deluge’ and successfully tackle key societal challenges. Contributions from leading international researchers cover topics such as:

- qualitative, quantitative and mixed methods research
- data management
- social network analysis
- survey methods
- visualising social data
- ethics and e-research.

This vibrant introduction to digital research methods and methodology is essential reading for anyone conducting social research today.

**CONTENTS**

2015 • 256 pages
Hardback (9781446208556) • £27.99
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What is ‘Netnography’?

Netnography is the name given to a specific set of related data collection, analysis, ethical, and representational research practices, where a significant amount of the data collected and participant-observational research conducted originates in and manifests through the data shared freely on the Internet, including mobile applications.

What changes can readers expect in the new edition?

This volume has undergone radical changes and has been about 85 percent completely rewritten. That is why it is Netnography Redefined. The technique has been redefined, there is a new 12-stage process, there are new models and guidelines for topical focus, data collection, data analysis, and research representation. There are four new types of netnography which direct the research.

What would you say have been the most significant developments in the field since the publication of the first edition?

The first major change is that netnography has been widely adopted and is spreading across a number of academic fields. Netnographies are being written, presented, and published in growing number in fields as diverse as Geography, Library Sciences, Sociology, Media Studies, Computer Science, Travel and Tourism, Sexuality and Gender Research, Nursing, Health, Addiction Research, Game Studies, Anthropology, and Education.

The second major change is the amazing rise of social media and social networking sites, and the proliferation of both netnographic data and methods to study them...For many years, "the field" of social media research was very marginal. Now it is moving to the mainstream as online activities themselves become mainstream and academic fields must understand them.

What do you think is the most challenging aspect of working with online data?

I believe that the greatest challenge we have in working with online social data is to maintain the social, interactive, meaning-rich and cultural nature of the exchanges and interactions, the rich contexts. The biggest challenge we have is how we can exercise our understanding of social media data using our human insight. That is not to say that we cannot and should not use computational software tools to assist us. But we must always give precedence to our own insights and intelligence to understand the communications and social lives of other human beings.

What one tip would you give to students and researchers looking to do research online?

Social science research online is still research on people who have hopes, dreams, and voices. The world is currently rich in digital data, but impoverished in human insight. Remember that you need to understand human voices, even if you are going to approach that understanding using incredibly sophisticated technological tools. Netnography’s key focus is that it encourages you to understand the human reality of the digital world.

NETNOGRAPHY
Redefined
Second Edition
Robert V Kozinets York University

This book gives essential instruction on how to conduct Internet research. Should be present on any contemporary researcher’s bookshelf

- Mr Kristian Hvass, Center for Tourism & Culture Management, Copenhagen Business School

In this updated new edition, Robert V Kozinets explains how to use ‘netnography’ to study cultures and communities online. The book includes full procedural guidelines for the accurate and ethical conduct of ethnographic research online, with detailed, step-by-step guidance to thoroughly introduce, explain and illustrate the method. The author surveys the latest research on online cultures and communities, focusing on the methods used to study them, with examples including blogging, microblogging, videocasting, podcasting, social networking sites, virtual worlds, and more.

The new edition has been expanded to include:

- detailed guidance for researchers on how to combine online and in-person ethnographic methods to fully explore a social phenomenon
- more focus on specific kinds of social media data from sites such as Facebook and Twitter
- more specific examples of how netnography can be used in different social science fields, such as media studies, sociology, anthropology, nursing and education
- a discussion of the ways in which communal and cultural social identities are constantly being transformed by combinations of traditional and social media.

CONTENTS
Social Media / Social Media Theory / Social Media Research / Netnography and Ethnography / Ethical Netnography / Planning and Entrée / Data Collection / Data Analysis / Representation and Evaluation / Advancing Social Media Understanding through Netnography

2015 • 288 pages
Hardback (9781446285749) • £85.00
Paperback (9781446285756) • £26.99
WEB SURVEY METHODOLOGY

Mario Callegaro Google, Katja Lozar Manfreda and Vasja Vehovar both at University of Ljubljana

Guiding the reader through the past 15 years of research in web survey methodology, this book provides practical guidance on the latest techniques for collecting valid and reliable data and is the first book to provide a comprehensive overview of all related web research methodology issues. Core topics from preparation to questionnaire design, recruitment testing to analysis and survey software are all covered in a systematic and insightful way. The reader is exposed to key concepts and findings in the literature, covering measurement, non-response, adjustments, paradata, and cost issues. The book also discusses the hottest research topics in survey research today, such as: internet panels; virtual interviewing; mobile surveys and the integration with passive measurements; e-social sciences; mixed modes and business intelligence.

CONTENTS
Survey Research and Web Surveys / Pre-Fielding / Fielding / Post-Fielding / Selected Topics in Web Survey Implementation

RESEARCH METHODS FOR SOCIAL SCIENTISTS
2015 • 344 pages
Hardback (9780857028600) • £75.00
Paperback (9780857028617) • £25.99

USING SOFTWARE IN QUALITATIVE RESEARCH
A Step-by-Step Guide
Second Edition
Christina Silver CAQDAS Networking Project, University of Surrey and Ann Lewins Qualitative Data Analysis Services (QDAS)

The new edition is extraordinarily authoritative and seriously useful, detailed yet unfailingly interesting. It brings methodological goals and software possibilities together in a more accessible and lively way

- Lyn Richards, Centre for Applied Social Research, RMIT University, Centre for Applied Social Research, RMIT University

2014 • 384 pages
Hardback (9781446249727) • £85.00
Paperback (9781446249734) • £28.99

DATA VISUALIZATION WITH MS OFFICE
Valerie M Sue and Matthew Griffin both at Kaiser Permanente

Covering the full range of tasks, from procuring data to presenting a report and providing step-by-step instructions for creating visual data displays, the focus of this text is on turning raw, quantitative data into attractive, well-designed tables and charts that tell an accurate story about the underlying data.

The authors’ approach is unique in that they discuss theory, for example, how perspective can be used to convey the relative importance of elements in a design, and then turn that into practice as they apply the principle to creating a chart. They use MS Office programs (Excel, PowerPoint, Word and Publisher) to illustrate and teach the principles, thus rendering the text accessible to a large audience.

2015 • 304 pages
Paperback (9781483365152) • $45.00

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AN INTRODUCTION TO QUALITATIVE RESEARCH
Fifth Edition
Uwe Flick Free University Berlin

In the latest edition of his bestselling book, Uwe Flick introduces all of the main theoretical approaches to qualitative research, and provides unmatched coverage of the full range of qualitative methods now available to researchers. Organized around the process of doing qualitative research, the book guides readers through ethics, research design, data collection, and data analysis.

New to this edition:
• a new chapter outlining methodological approaches to qualitative research
• new introductory sections at the beginning of each of the book’s seven parts, which prepare the ground and define key terms
• lots of new practical examples which show readers how to carry out all aspects of a qualitative research project
• new exercises which give a chance to test understanding of what’s been read

The companion website features:
For Students: Flashcard glossary, answers to exercises in the book, links to useful websites.
For Lecturers: PowerPoint presentations.

THE ‘HOW TO’ OF QUALITATIVE RESEARCH
Strategies for Executing High Quality Projects
Janice D Aurini University of Waterloo and Melanie Heath McMaster University

Focused on the practical nuts and bolts of actually doing research, this book offers specific strategies for carrying out a research project to the highest standard. It offers tools and examples to aid researchers in making the right choice in determining methods and ensuring there is a strong link between the research question and method chosen. The book also provides researchers with the tools to answer critical questions such as ‘what are some ways to sample potential participants?’, ‘how do I construct an interview schedule?’, ‘how many interviews are enough?’, ‘should I be thinking of a single case study or a comparative study?’, ‘what should I record in the field?’, and ‘what other sources of data should I collect?’

ADVANCED QUALITATIVE RESEARCH
A Guide to Using Theory
Michelle O’Reilly and Nikki Kiyimba both at University of Leicester

This distinctive, nuanced book addresses the more complex theoretical issues embedded in the qualitative research paradigm. Adopting a reflective stance that emphasises the role of the researcher, it carefully avoids a standardized ‘tick box’ approach to methods. The book explores the impact of theory on practical topics such as data management and safety in the field; theory is powerfully and persuasively interwoven within each chapter. O’Reilly and Parker bring an authority and clarity to the field, taking us beyond the mechanical notions of qualitative methods and standardized approaches to research. Instead they focus on subjects like methodological integrity, perspective-driven data collection and theoretically led analysis.

CONTENTS
Theoretical Issues in the Qualitative Paradigm / Issues of Quality / Research Ethics and Researcher Safety / Perspective Driven Data Collection / Research Design and Mixing Qualitative Methods / Recording and Transcription / Primary and Secondary Data Analysis / Dissemination Practice in Qualitative Research / Applying Qualitative Research in Practice
What do you hope readers will gain from reading the book?

I hope readers will achieve more clarity about and specific guidance for coding—an often elusive analytic process for novice qualitative researchers. I also hope that the methods initiate within users some unique insights about their own specific data sets.

What are you most proud of about the book?

I am most proud of the fact that the analytic methods in The Coding Manual for Qualitative Researchers have been implemented for and cited in over 1,000 research studies in over 80 countries. The topics of these works have ranged from education to health care, from business to technology, and from government to the social sciences.

What one piece of advice would you give to students and researchers embarking on the qualitative coding process?

Coding gets easier the more you do it. It will most likely be a slow and uncertain process at first, but once you develop a schema and rhythm for transforming a datum into a symbolic representation in the form of a code or theme, coding gets easier and goes faster.
Qualitative Research

QUALITATIVE RESEARCH
Vivienne Waller, Karen Farquharson and Deborah Dempsey
Swinburne University of Technology

This book employs an accessible approach to present the multiple ways in which criticism enhances research practice. Packed full of relevant, ‘real world’ examples, it showcases the strengths and pitfalls of each research method, integrating the philosophical groundings of qualitative research with thoughtful overviews of a range of commonly used methods. The book is ideal for students and prospective researchers and explains what makes qualitative sociological research practical, useful and ethical. It’s an essential guide to how to undertake research, use an appropriate research design and work with a range of qualitative data collection methods. It includes:

- detailed discussions of ethical issues
- references to new technologies in each chapter
- explanations of how to integrate online and visual methods with traditional data collection methods.

CONTENTS
Part I: Getting Ready / Introduction – Foundations of Qualitative Research / Aims of Qualitative Research / From Topic to Design / Politics and Ethics of Qualitative Research / Part II: Doing The Research / Sampling / Interviews / Focus Groups And Group Interviews / Observing People / Observing Things / Observing Texts / Narrative Enquiry / Analysis / Wrapping It Up

2015 • 208 pages
Hardback (9781446295427) • £85.00
Paperback (9781446295434) • £26.99

INTERPRETING QUALITATIVE DATA
Fifth Edition
David Silverman
Visiting Professor in the Business School, University of Technology, Sydney

In this Fifth Edition of his field-defining text, David Silverman, a true guru of qualitative research, takes the reader through the basics of gathering and analyzing qualitative data. The book offers beginners unrivalled hands-on guidance to help them get the best out of a research methods course or research project. The Fifth Edition contains:

- a streamlined structure to aid navigation and guide readers smoothly through the research process
- a new chapter on generalizing from case study research which addresses the perennial issue of ‘how many cases do you need?’
- new material on doing qualitative research online and the ethics of internet research
- additional sections covering organizational documents and documents of everyday life, including blogs and diaries
- many more recent case study examples drawn from a broad range of disciplines including business, education, social work and geography, as well as health studies
- a new and improved companion website, full of additional resources for students and lecturers.

This is the perfect companion for all those new to qualitative research.

CONTENTS

2015 • 584 pages
Hardback (9781446295427) • £85.00
Paperback (9781446295434) • £28.99

DESIGNING QUALITATIVE RESEARCH
Sixth Edition
Catherine Marshall
University of North Carolina, Chapel Hill and Gretchen B Rosman
University of Massachusetts, Amherst

This highly popular text provides useful and pragmatic guidance for developing successful proposals for qualitative inquiry. The book offers practical advice on designing qualitative research, given the complexity, the flexibility and the controversies of its many genres. While focusing on the proposal stage of research, the book also takes the reader far enough to have a clear plan for data analysis and for the challenging varieties of final reports of qualitative inquiries. This latest edition features:

- new vignettes to illustrate the methodological challenges posed by the intellectual, ethical, political and technological advances affecting qualitative research design
- extended and deeper discussion of strategies for incorporating into qualitative methodology the challenges posed by postmodernists, feminists, critical race theorists and those who demand that research be directly useful to the researched.

CONTENTS

2015 • 344 pages
Paperback (9781452271002) • $64.00
HANDLING QUALITATIVE DATA
A Practical Guide
Third Edition

Lyn Richards RMIT University, Melbourne

Recognizing that for many new researchers, dealing with data is the main point of departure, this book helps them to acquire an understanding of the skills and methodological issues that are central to qualitative research. The new edition features:

• a fully updated website with expanded examples showing students and practitioners what qualitative data analysis looks like in real life so they can relate it to their own research
• extended coverage within the text of key hot topics including: ethics, reflexivity and the relationship between research questions and methodological choices.

With examples from a wide range of social science disciplines, this book is the perfect companion for all those starting out in qualitative research.

CONTENTS
Part I: Setting Up / Setting Up Your Project / Making Qualitative Data / Data Records / Part II: Working with the Data / Up from the Data / Coding / Handling Ideas / Part III: Making Sense of Your Data / What Are You Aiming for? / Searching the Data / Seeing a Whole / Telling It

2014 • 264 pages
Hardback (9781446276051) • £85.00
Paperback (9781446276068) • £27.99

60 SECONDS WITH LYN RICHARDS

What can readers expect from the Third Edition?
Straight talking about the tasks and challenges of doing high quality qualitative research, the importance of doing it well and reflecting on how it’s done. Detailed, practical advice on doing it at each stage, on doing it with computer software and on assessing, reporting and validating your conclusions.

What are the key things you’re hoping students will learn from the book?
Qualitative data have to be handled, and handled skilfully. Theories don’t ‘emerge’ from your data – you construct them. Your agency is central in making and analysing data, and your critical reflections on what you are doing are an essential part of those data.

What top tip would you give to those new to qualitative research?
Think first! Why are you working qualitatively? Is this the best, most ethical, most practical approach to your research question? (The world doesn’t need more bad qualitative research and it’s certainly not the easiest way to work.) OK, if it is to be qualitative, think design! Never let a project just happen.

What’s been the proudest moment of your career to date?
The first time an embattled researcher called my teaching ‘inspiring’. And every time since. Novice qualitative researchers need inspiration: their job can seem daunting, the literature confusing. As data build up and practical advice is hard to find, it’s easy to lose a sense that you can do this and do it well. I’m proud to have helped thousands of researchers gain skills and confidence to do justice to qualitative data. I like being useful.
**THE SAGE DICTIONARY OF QUALITATIVE INQUIRY**

*Fourth Edition*

Thomas A Schwandt  
*University of Illinois, Urbana-Champaign*

A guide to the terms and phrases that partially shape the origins, purpose, logic, meaning, and methods of the practices known as qualitative inquiry, this *Fourth Edition* has 70 additional terms as well as a Readers’ Guide. Key references have been updated and several terms and phrases from previous editions have been reorganized and expanded. The Dictionary entries act as a guide to the methodological and epistemological concepts and theoretical orientations of qualitative inquiry. Students and teachers will find this book a very useful resource for navigating various perspectives on qualitative inquiry and as a launching point for their own investigations into the issues covered in this guide.

New to this edition:
- more comprehensive coverage of qualitative inquiry
- new terms based on developments in the field
- more in-depth coverage of methods terms
- approximately 70 new entries and a Readers’ Guide.

2015  •  368 pages
Paperback (9781452270999)  •  $60.00

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**THEORETICAL FRAMEWORKS IN QUALITATIVE RESEARCH**

*Second Edition*

Edited by Vincent A Anfara, Jr and Norma T Mertz  
*both at University of Tennessee, Knoxville*

This *Second Edition* brings together some of today’s leading qualitative researchers to discuss the frameworks behind their published qualitative studies. They share how they found and chose a theoretical framework, from what discipline the framework was drawn, what the framework posits, and how it influenced their study. Both novice and experienced qualitative researchers are able to learn first-hand from various contributors as they reflect on the process and decisions involved in completing their study.

The book also provides background for beginning researchers about the nature of theoretical frameworks and their importance in qualitative research; about differences in perspective about the role of theoretical frameworks; and about how to find and use a theoretical framework.

**CONTENTS**

- Setting the Stage / Seeking Understanding of School Culture: Using Theory as a Framework for Observation and Analyses / Struggling With Theory: A Beginning Scholar’s Experience with Mazzoni’s Area Models / Black Feminist Thought and Examining the Experiences of Black Graduate Women in the Academy / Transformational Learning and HIV-Positive Young Adults / Using Multiple Theoretical Frameworks to Study Organizational Change and Identity / Using “Othermothering” to Study Administrative Worklife at Historically Black Colleges and Universities / Mary Douglas’s Typology of Grid and Group / Adapting Bourdieu’s Field Theory to Explain Decision-Making Process in Educational Policy / A Look Through the Kubler-Ross Theoretical Lens / 1 Examining the Intersection of Race, Gender and Environment Using Bronfenbrenner’s Biocultural Theory of Human Development / 1 Lagniappe: Theoretical Frameworks in Brief / Closing the Loop

2015  •  264 pages
Paperback (9781452282435)  •  $60.00

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**USING SOCIAL MEDIA FOR QUALITATIVE RESEARCH**

*A Theoretical and Practical Guide*

Randall F Clemens  
*St. John’s University*

A practical guide to using social media in planning, data collection, analysis and presentation of qualitative research, this book blends theoretical discussions of the major steps of research along with practical examples of how to use social media as a research tool. It provides exercises and strategies, as well as vignettes that explore the advantages and complexities of using social media for qualitative research.

2015  •  176 pages
Paperback (9781452270999)  •  $36.00

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**QUALITATIVE DATA ANALYSIS WITH ATLAS.TI**

*Second Edition*

Susanne Friese  
*Max Planck Society, Göttingen*

This is a “no-nonsense” volume by Susanne Friese. In her chatty and intimate way she sets out to provide one clear, workable and flexible method for the analysis of qualitative data which maps clearly on to her practical guidance for using ATLAS.ti software.

- *Ann Lewins, Qualitative Data Analysis Services (QDAS)*

2014  •  296 pages
Hardback (9781446282038)  •  £89.00
Paperback (9781446282045)  •  £28.99
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Second Edition
Edited by Patricia Bazeley Research Support Pty Limited and Kristi Jackson Queri, Inc., Colorado and University of Colorado

In my view this is the best book on the market. It is a significant development from the first edition[...]. The book has been significantly updated by the inclusion of mixed methods research and is based on NVivo

- Dr David Shaw, Department of Psychology, Bucks New University

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Andy Field University of Sussex

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Andy Field University of Sussex, Jeremy Miles RAND Corporation and Zoë Field University of Sussex

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2012 • 992 pages
Hardback (9781446200452) • £119.00
Paperback (9781446200469) • £50.99

**ANALYZING SOCIAL NETWORKS**
Stephen P Borgatti University of Kentucky, Martin G Everett Manchester University and Jeffrey C Johnson East Carolina University

We’ve been waiting for this book for a long time. Masters of their craft, Borgatti, Everett and Johnson guide us through the excitement and challenges of social network analysis. It will be your companion on all of your analytic journeys

- Barry Wellman, S.D. Clark Professor of Sociology, University of Toronto

2013 • 304 pages
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Third Edition
David E Gray University of Greenwich

Available with free access to the interactive ebook for 12 months when you buy the paperback version, this is the companion for any student undertaking a research project.

2013 • 752 pages
Hardback (9781446260180) • £100.00
Paperback & Interactive Ebook (9781446295311) • £32.99
**THE ESSENTIAL GUIDE TO DOING YOUR RESEARCH PROJECT**

*Second Edition*

Zina O’Leary *The University of Sydney*

Guiding the reader through each step of their research project, this book will give students the confidence to successfully complete their research project or dissertation.

SAGE South Asia
2013 • 320 pages
Paperback (9788132106463) • ₹ 600

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Quantitative and Qualitative Approaches

*Third Edition*

Keith F Punch *University of Western Australia*

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Paperback (9781446240939) • £28.99

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*A Guide for Students in Education and Applied Social Sciences*

*Second Edition*

Gary Thomas *University of Birmingham*

Packed full of relevant advice and real world examples, this book guides students through the complete research process.

2013 • 328 pages
Hardback (9781446258866) • £63.00
Paperback (9781446258873) • £21.99

**QUALITATIVE RESEARCH PRACTICE**

*A Guide for Social Science Students and Researchers*

*Second Edition*

Edited by Jane Ritchie National Centre for Social Research, London, Jane Lewis Colebrooke Centre for Evidence and Implementation, Carol McNaughton Nicholls National Centre for Social Research, London and Rachel Ormston Scottish Centre for Social Research

This text provides a clear guide to realist qualitative methods and also offers plenty of practical examples to illustrate its central argument that qualitative research would benefit greatly from a realist approach. It will prove helpful to researchers as well as those interested in teaching qualitative methods

- Bob Carter, Professor of Sociology, University of Leicester

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Paperback (9781446209127) • £29.99

**DOING QUALITATIVE RESEARCH**

*A Practical Handbook*

*Fourth Edition*

David Silverman *Visiting Professor in the Business School, University of Technology, Sydney*

This *Fourth Edition* continues to provide students with clear guidance on the process of doing qualitative research, and has been updated with coverage of devising research questions; new student examples; common pitfalls to avoid; and much more.

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Paperback (9781446260159) • £30.99

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Robert K Yin *COSMOS Corporation*

Fully updated with, amongst others, increased coverage of ethics, an expanded discussion on logic models and brand new cases studies and tutorials, this *Fifth Edition* continues to provide students with a thorough introduction to both the design and use of the case study method.

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QUALITATIVE METHODOLOGY
A Practical Guide
Jane Mills and Melanie Birks both at James Cook University

Helping students to easily compare and select qualitative methods, this new introduction from expert authors is a practical guide to the research process.

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100 QUESTIONS (AND ANSWERS) ABOUT QUALITATIVE RESEARCH
Lisa M Given Charles Sturt University

This book asks (and answers) the most frequently asked questions about qualitative research, and is a handy reference for those who may need a refresher on specific areas in qualitative research. It is also a great resource for those who are entirely new to the discipline and need quick answers to questions that may arise when they are taking other courses and need a little more background.

CONTENTS
The Nature of Qualitative Inquiry / Ethical Issues in Qualitative Research / Designing Qualitative Research / Question / Ensuring Rigor in Qualitative Research Design / Methodologies and Methods / Mixed Methods Research Involving Qualitative Approaches / Collecting Qualitative Data / Conducting Qualitative Analysis / Writing Qualitative Research

SAGE 100 QUESTIONS AND ANSWERS
2015 • 160 pages
Paperback (9781483345642) • $25.00

QUALITATIVE TEXT ANALYSIS
A Guide to Methods, Practice and Using Software
Udo Kuckartz Philipps-Universitat Marburg

Kuckartz’s approach is both tangible and concrete, filled with practical phases in the qualitative text analysis process... This fine volume on qualitative text analysis should be read by all students - both novice and experienced - of qualitative research.

- John W Creswell, Ph.D, Professor of Educational Psychology, University of Nebraska-Lincoln

2014 • 192 pages
Hardback (9781446267745) • £79.00
Paperback (9781446267752) • £27.99

30 ESSENTIAL SKILLS FOR THE QUALITATIVE RESEARCHER
John W Creswell University of Nebraska, Lincoln

John Creswell draws on both his own experiences in teaching and what he has learned from those who have taken his workshops to present this textbook, ideal for those on introductory qualitative research or research methods courses. This straightforward and applied book is accessible to a wide range of disciplines, and novice qualitative researchers will find that it guides them through the skills and information that they truly need in conducting qualitative research.

2015 • 320 pages
Paperback (9781452216867) • $50.00

A CRITICAL APPROACH TO QUALITATIVE RESEARCH
Respect, Reciprocity, and Rigor
Sharon M Ravitch and Nicole Mittenfelner Carl both at University of Pennsylvania

This book offers students an introduction to qualitative research with a focus on design, implementation and analysis. While emphasizing the ethical, contextual and relational nature of qualitative research, the authors demonstrate the necessary rigor needed while conducting such research across disciplines.

2015 • 412 pages
Paperback (9781483351742) • $60.00

QUALITATIVE COMMUNICATION RESEARCH METHODS
Fourth Edition
Thomas R Lindlof University of Kentucky and Bryan C Taylor University of Colorado-Boulder

This Fourth Edition takes readers through every step of the qualitative research process - from the research idea to the finished report. Spanning the fields of both speech communication and media studies research, this edition is fully updated with new figures and tables, additional illustrations of field notes and sample reports, and expanded key topics, including new directions in doing research in rapidly changing technological cultures. Processes covered in the text include interviewing, writing field notes, and creating ethical relationships with participants.

The book provides students with numerous examples of work in the field, illustrating how studies are designed, carried out, written, evaluated, and applied to theory. This interesting and accessible text provides a rewarding and challenging introduction to qualitative methodology.

2015 • 352 pages
Paperback (9781452256825) • $65.00
RECONCEPTUALIZING QUALITATIVE RESEARCH

Methodologies without Methodology

Mirka Koro-Ljungberg Arizona State University

This book challenges simplified notions of research, and provides examples of how students can carry out qualitative research that avoids the trap of methodological reductionism. It problematizes taken-for-granted ideas about data, research design, and researcher responsibility, and in so doing challenges students’ beliefs, paradigms, and methodological frameworks. The text includes numerous photographs, questions for reflection, comment boxes from real graduate students, and a helpful glossary at the start of each chapter. The book focuses on audiences, communities, and participants in a way that no other qualitative text does. It will be a welcome asset for qualitative research courses that focus on methodological creativity, complexity, and theoretical diversity.

CONTENTS
Random Yet Necessary Appreciation Notes / The (Un)structure of this Book / A Proxy for a Foreword / Methodological Language Creates "Realities:" Labels and Language Matter / Irruption I: Introducing Un-directionality and Uncertainty Through Images / Data-Wants and Entanglements: Data Matter / Fluid Methodological Spaces: Methodologies Matter / Afterword: This Project (and Other Projects Alike) May Be Productively "Failing" / Irruption II: Performance, Philosophy, and Not-Knowing / Methodological Responsibility Outside the Duty: Responsibility Matters / Teaching and Learning the Unteachable: Pedagogies Matter / Productive Paradoxes in Participant-Driven Research...Or "Stop Research for Research’s Sake!": Communities and Audiences Matter / Irruption IV: Living Uncertainty

2015 • 304 pages
Paperback (9781468335171) • $48.00

ADVANCES IN MEMBERSHIP CATEGORIZATION ANALYSIS

Edited by Richard Fitzgerald University of Macau and William Housley University of Cardiff

This is an exciting addition to the dynamic, multidisciplinary field of membership categorisation analysis (MCA). Bringing together the biggest names in MCA, this landmark publication provides a contemporary analysis of the field and a platform for emerging researchers and students to build upon. The book sets out the current methodological developments of MCA, highlighting its analytic strength - particularly when examining social identity and social knowledge. It provides a sophisticated tool of qualitative analysis and draws from a wide range of empirical studies provided by global scholars.

CONTENTS

2015 • 224 pages
Hardback (9781446270738) • £85.00
Paperback (9781446270738) • £29.99

THE ACTION RESEARCH DISSERTATION

A Guide for Students and Faculty

Second Edition

Kathryn Herr Montclair State University and Gary L Anderson New York University

This Second Edition provides a clear roadmap to the complexity of action research whilst explaining how action research is defined, its traditions and history, and the rationale for using it.

2014 • 216 pages
Paperback (9781468333106) • $40.00

WRITING AND DOING ACTION RESEARCH

Jean McNiff York St John University

Written for practitioners involved in higher degree courses and professional development programmes, and students undertaking methods courses, this book includes guidance on how to:
• carry out an action research project in a setting
• present findings in a dissertation, report or thesis
• write up research with an eye to informing policy
• demonstrate the quality of research and writing
• be critical and write theoretically
• write for journals and prepare thesis and book proposals.

The book contains excerpts taken from action research projects in a range of settings and presents exercises to help readers develop successful written accounts of their research.

Jean McNiff ensures that the practice of writing, as well as the practice of research, is beautifully revealed”

- Professor Julian Stern, Faculty of Education and Theology, York St John University

CONTENTS

2015 • 304 pages
Hardback (9781446294567) • £75.00
Paperback (9781446294574) • £24.99
DOING ACTION RESEARCH IN YOUR OWN ORGANIZATION

Fourth Edition
David Coghlan Trinity College Dublin and Teresa Brannick University College Dublin

Packed full of practical, expert advice on how to navigate the murky waters of ethics, politics and management in your own organization, and multidisciplinary in its approach to action research, this book sets out a step-by-step template for researchers to follow and adapt. The authors: introduce and contextualize action research as an approach; explore the challenges of doing action research in your own organization; provide guidance on how to design and implement an insider action research project; show how to lead change in an organization; demonstrate how earning develops through the project; and provide helpful tips on how to disseminate work.

The companion website provides:
For Lecturers:
- powerpoint slides
For Students:
- chapter introductions from the author
- author videos introducing each chapter and explaining key concepts
- free access to selected sage journal articles
- free access to selected chapters from the SAGE Handbook of Action Research
- exercises and diagrams from the book
- glossary flashcards
- powerpoint slides.

CONTENTS

THE SAGE HANDBOOK OF ACTION RESEARCH

Third Edition
Hilary Bradbury Oregon Health and Science University

This Third Edition presents a fully updated version of the bestselling text, including new chapters written by key figures in the field covering emerging areas in healthcare, social work, education and international development, as well as an expanded ‘skills’ section which includes new consultant-relevant materials.

Hilary Bradbury has carefully developed this latest edition to take a strong international approach to the topic of action research and thus expanding the already-impressive scale and scope of the work. In essence, the Third Edition follows in the footsteps of the landmark previous editions by mapping the current state of the discipline, as well as looking to the future of the field and exploring the issues at the cutting edge of the action research paradigm today.

2015 • 248 pages
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From Methods to Community Action
Nataliya V Ivankova University of Alabama at Birmingham

This book outlines and explains, in detail, the necessary steps in designing, conducting, implementing, and reporting an action research study with a solid mixed-methods foundation.

2014 • 472 pages
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Method, Ethics, and Performance
Third Edition
D Soyini Madison
Northwestern University

Presenting a fresh new look at critical ethnography by emphasizing the significance of ethics and performance in the art and politics of fieldwork, this book celebrates the productive links between theory and method. Theoretical concepts range from queer theory, feminist theory, and critical race theory to Marxism and phenomenology. The methodological techniques range from designing and asking in-depth interview questions and developing rapport, to coding and interpreting data. The various theories and methods culminate in three fictional ethnographic case studies that ‘enact’ the interdependence between theory and method and the significance of social theory, ethics and performance.

2015 • 296 pages
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INTERPRETIVE AUTOETHNOGRAPHY
Second Edition
Norman K Denzin University of Illinois at Urbana-Champaign

An absolute must for those wanting to explore and research the meaning they assign to their own experiences. It is a wonderful text, well written, easy to understand and leaves you wanting to go ahead and start auto-ethnographic research!

- Dr Lyndsey Moon, Department of Psychology, Roehampton University

QUALITATIVE RESEARCH METHODS
2014 • 128 pages
Paperback (9781452299815) • $29.00

LINGUISTIC ETHNOGRAPHY
Collecting, Analysing and Presenting Data
Fiona Copland and Angela Creese
University of Birmingham

This is the book linguistic ethnography has been waiting for. It is a thoroughly engaging, richly informative and hugely persuasive achievement…. Aspiring linguistic ethnographers should ensure that the book is never far from their reach.

- Keith Richards, Centre for Applied Linguistics, University of Warwick

2014 • 240 pages
Hardback (9781446257371) • £75.00
Paperback (9781446257388) • £26.99

FOR ETHNOGRAPHY
Paul Atkinson Cardiff University

This text is something of a masterclass in its own right. Few are as well placed to comment on the debates surrounding ethnography – debates which the author had been instrumental in shaping – and to offer a clear and authoritative call-to-arms to future, aspirant ethnographers. It is a passionate but realistic manifesto for those wishing to undertake the craft of ethnography and to do it well. All who read it will benefit.

- Sam Hillyard, Durham University

This major book from one of the world’s foremost authorities on ethnography in the social sciences recaptures the spirit of Marcel Mauss in the light of decades of subsequent methodological and empirical writing in sociology, anthropology and the many other disciplines that now incorporate ethnographic research. Paul Atkinson provides guidance on the appropriate objects of the ethnographic gaze, insisting on ethnographic work that is faithful to the intrinsic and complex organization of everyday life. Ethnographers need to maintain a focus on classic issues, albeit with new approaches and perspectives.

CONTENTS
The Perspectives of Ethnography / Fieldwork Commitments / Analytic Perspectives / Interaction and the Ceremonial Order / Structuring Forms / Aesthetics, Artefacts and Techniques / Accounts and Narratives / Representations / Ethics

2014 • 232 pages
Hardback (9781849206075) • £75.00
Paperback (9781849206082) • £26.99

DOING SENSORY ETHNOGRAPHY
Second Edition
Sarah Pink RMIT University, Melbourne

This bold, agenda-setting title continues to spearhead interdisciplinary, multisensory research into experience, knowledge and practice. Drawing on an explosion of new, cutting-edge research, Sarah Pink uses real world examples to bring this innovative area of study to life. She encourages us to challenge, revise and rethink core components of ethnography, including interviews, participant observation and doing research in a digital world. The book provides an important framework for thinking about sensory ethnography stressing the numerous ways that smell, taste, touch and vision can be interconnected and interrelated within research. Bursting with practical advice on how to effectively conduct and share sensory ethnography this is an important, original book, relevant to all branches of the social sciences and humanities.

CONTENTS

2015 • 248 pages
Hardback (9781473905955) • £75.00
Paperback (9781446287590) • £26.99
THE ANATOMY OF THE CASE STUDY

Gary Thomas and Kevin Myers both at University of Birmingham

This sharp, stimulating title provides a structure for thinking about, analysing and designing case study. It explores the historical, theoretical and practical bones of modern case study research, offering a framework to social scientists for understanding and working with this form of inquiry. Using detailed analysis of examples taken from across the social sciences, the authors set out, and then work through, an intricate typology of case study design to answer questions such as:

• how is a case study constructed?
• what are the required, inherent components of case study?
• can a coherent structure be applied to this form of inquiry?

The book grounds complex theoretical insights in real world research and includes an extended example that has been annotated line by line to take the reader through each step of understanding and conducting research using case study.

CONTENTS

What is Case Study? / The History Of Case Study And Its Epistemological Status / Generalisation, Phronesis And The Case Study / Induction And The Case Study / A Typology For Case Study / Working Through The Typology / An Example In Depth: Contesting Certification / Conclusion: Drawing From The Anatomy And Constructing The Study

2015 • 176 pages
Hardback (9781446248638) • £85.00
Paperback (9781446248645) • £27.99

FOCUS GROUPS
A Practical Guide for Applied Research

Fifth Edition
Richard A Krueger Professor Emeritus and Senior Fellow and Mary Anne Casey Consultant

The bestselling ‘how to’ guide for doing focus groups, and what readers need to do to get an expected outcome, now reflects the most recent research and technological innovations and includes new coverage such as planning with analysis in mind.

2014 • 280 pages
Spiral (9781483365244) • $60.00

FOCUS GROUPS
Theory and Practice

Third Edition
David W Stewart Loyola Marymount University and Prem N Shamdasani National University of Singapore

This widely cited book offers a unique blend of theory and practice in a single, easy-to-read source. It provides a systematic treatment of the design, conduct and interpretation of focus group data within the context of social science research and theory.

APPLIED SOCIAL RESEARCH METHODS

2014 • 224 pages
Paperback (9781452270982) • $53.00

CONSTRUCTING GROUNDED THEORY

Second Edition
Kathy Charmaz Sonoma State University

A powerful, richly nuanced, evocative work. It is masterfully grounded in the grounded theory strategies and practices of established scholars. It represents a stunning and brilliantly innovative intervention.... A major accomplishment

- Norman K Denzin, College of Communications Scholar and Professor of Sociology, University of Illinois

INTRODUCING QUALITATIVE METHODS SERIES

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Hardback (9780857029133) • £85.00
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**NEW EDITION!**

**GROUNDED THEORY**
* A Practical Guide
* Second Edition
* Melanie Birks and Jane Mills both at James Cook University

This highly practical book introduces the whole range of grounded theory approaches, providing a comprehensive description of the strategies and techniques employed in this methodology. Unlike most existing books in this area, it is not written from a particular philosophical standpoint, and is the ideal first introduction for any student or researcher looking to use grounded theory in their analysis for the first time. This updated Second Edition:

• guides the reader through each step of the grounded theory process
• clearly explains how to memo effectively, using examples
• includes a chapter which explains the difference between data generation and collection
• features information on how to use digital resources to manage data
• discusses the philosophy and ethics of grounded theory within the qualitative paradigm.

**CONTENTS**

**NEW EDITION!**

**SITUATIONAL ANALYSIS**
* Grounded Theory After the Postmodern Turn
* Second Edition
* Adele E Clarke University of California, San Francisco, Carrie Friese and Rachel S Washburn Loyola Marymount University

This ground-breaking book offers an innovative approach to grounded theory - situational analysis - useful in a wide range of qualitative research settings. Extending Anselm Strauss’s ecological social worlds/arenas/discourses framework, situational analysis offers three kinds of maps that help students identify differences rather than commonalities: situational maps; social worlds/arenas maps; and positional maps. Using extensive examples, the author discusses why and how to do these maps with traditional qualitative data such as interviews and ethnographic materials. The book also includes chapters on mapping and analyzing discourse materials—narrative, visual, and historical.

2015 • 320 pages
* Paperback (9781452260907) • $76.00

**NEW EDITION!**

**BASICS OF QUALITATIVE RESEARCH**
* Techniques and Procedures for Developing Grounded Theory
* Fourth Edition
* Juliet Corbin International Institute for Qualitative Methodology and Anselm Strauss

Presenting methods that enable researchers to analyze and interpret their data, and ultimately build theory from it, Juliet Corbin and Anselm Strauss provide a step-by-step guide to the research act - from the formation of the research question through several approaches to coding and analysis, to reporting on the research.

Full of definitions and illustrative examples, this highly accessible book concludes with chapters that present criteria for evaluating a study, as well as responses to common questions posed by students of qualitative research. Significantly revised, *Basics of Qualitative Research* remains a landmark volume in the study of qualitative methods.

**CONTENTS**
* Part I: Introduction to Grounded Theory of Anselm Strauss / Inspiration and Background / Theoretical Foundations / Practical Considerations for Getting Started / Prelude to Analysis / Strategies for Qualitative Data Analysis / Memos and Diagrams / Theoretical Sampling / Context / Process / Part II: Research Demonstration Project / Techniques for Achieving Theoretical Integration / The Use of Computer Programs in Qualitative Data Analysis / Analyzing Data for Context / Bringing Process into the Analysis / Integrating Categories / Writing Theses, Monographs, Dissertations and Giving Talks About Your Research / Criteria for Evaluation / Part III: Finishing the Research Project / Student Questions and Answers to These / Using Qualitative Data Analysis Programs

2015 • 416 pages
* Paperback (9781412997461) • $76.00

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**A PRACTICAL INTRODUCTION TO IN-DEPTH INTERVIEWING**
* Alan Morris University of Technology, Sydney

This book helps students to complete their qualitative research project by providing a nuts and bolts introduction to interviewing. With coverage of ethics, preparation strategies and advice for handling the unexpected in the field, this handy guide will help them get to grips with the basics of interviewing before embarking on their research. While recognizing that a research question and the context of research will drive an approach to interviewing, this book provides practical advice often skipped in traditional methods textbooks. Written with the needs of social science students and those new to qualitative research in mind, the book will help students plan, prepare for, carry out and analyse interviews.

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* The What and Why of in-Depth Interviewing / Ethics – The Need to Tread Carefully / Developing the Interview Guide / Selecting, Finding and Accessing Research Participants / Preparing for the Interview / Conducting the Interview / Dealing With Difficulties and the Unexpected / Transcribing, Analysing and Writing up the Interviews

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Debbie Collins NatCen Social Research

A goldmine of good advice for any researcher planning to use cognitive interviewing to test survey questions or other materials. The author’s vast experience shines through, as do common sense and clarity of thought.’

- Peter Lynn, Professor of Survey Methodology, Institute for Social and Economic Research, University of Essex

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Janet Salmons Vision2Lead and Capella University School of Business and Technology

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INTERVIEWS
Learning the Craft of Qualitative Research Interviewing
Third Edition
Svend Brinkmann Aalborg University and Steinar Kvale University of Aarhus

The text is well written and the guidelines provided are easy to use. [It] provides practical insight into the interview process [and] provides rich information on the planning, executing and analysis of interviews

- Dr. Asma Rauf, Essex Business School, University of Essex

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NARRATIVE NETWORKS
Storied Approaches in a Digital Age
Brian Alleyne Goldsmiths, University of London

Illustrated with examples from a range of fields and disciplines as well as the author’s own work on hacking cultures and cultural activism, this title is a must for anyone wanting to learn about narrative approaches in social research and how to conduct successful narrative research in a digital age.

2014 • 272 pages
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Paperback (9780857027849) • £23.99

NARRATIVE ANALYSIS
The Listening Guide Approach
Natasha Mauthner University of Edinburgh and Andrea Doucet Carleton University, Ottawa

The Listening Guide is an emergent data analysis method that deeply intertwines reflexivity, relationality and narrative analysis. This is the first book that demonstrates how to use the Listening Guide as a reflexive and relational guide to narrative analysis, to qualitative data analysis and to knowledge construction.

Written by two leading qualitative researchers who have been using and extending the Listening Guide approach for 20 years, this book focuses on the processes of analyzing different kinds of narratives, for example, interview narratives, ethnographic data, blogs, digital narratives and archived data.

CONTENTS
Part I: Ways Of Listening, Seeing And Reading / Analyzing Reflexively / Analyzing for Narrative / Analyzing for Subjectivity / Analyzing for Relationality / Analyzing for Social Structures and Discourses / Part II: Ways Of Working / Summaries, Analytic Case Studies and Thematic Analysis / Virtual, Visual and Archival Analysis / Collaborative Analysis / Part III: Ways Of Knowing / Combining and Contrasting the Listening Guide with Other Approaches / Reflexive, Relational and Narrative Knowing

2015 • 240 pages
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Deborah Cameron University of Oxford and Ivan Panović Nanyang Technological University

Equips students and researchers with practical and conceptual tools to ask questions about written discourse, and to analyse the huge variety of texts that make up our linguistic landscape. An essential guide to a methodology being used more and more across the social sciences.

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The Crafting and Analysis of Stories as Research
Jeong-Hee Kim Kansas State University
A comprehensive introduction to narrative inquiry in the social sciences, this text gives students the philosophical and theoretical underpinnings of this popular approach to qualitative research, along with practical guidance on research design, data collection, data analysis and interpretation. Several extracts from narrative studies are included, together with questions for discussion. Rich in stories from the author’s own research endeavours, and with chapter-opening vignettes illustrating a graduate student’s research dilemmas, the book not only guides students with how to process narrative inquiry, it also helps raise their consciousness about what it means to be a qualitative researcher, and a narrative inquirer in particular.

CONTENTS
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METHODS OF CRITICAL DISCOURSE STUDIES
Third Edition
Edited by Ruth Wodak University of Lancaster and Michael Meyer Vienna University of Economics and Business
A sophisticated and nuanced treatment of discourse studies that covers a range of topics in an accessible, engaging style, this new updated edition features a greater range of examples of critical discourse analysis in action, and across a wide range of disciplines, and extends its coverage of international methods and examples. Written by experts of the highest calibre from around the world, the Third Edition includes enhanced learning features as well as new material on:
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• acts as a guide to the most central analytical approaches, supported by concrete examples of analytical strategies
• presents a variety of oral, textual, visual and other ‘data’
• offers deeper insight into discourse and narrative methods within media and society, gender and space and autobiography and life writing.

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Hardback (9781446469701) • £28.99
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Second Edition
Marcus Banks and David Zeitlyn both at University of Oxford
The Second Edition of this popular text confirms the book’s status as an important forerunner in the field of visual methods. Combining the theoretical, practical and technical, the authors discuss changing technologies, the role of the internet and the impact of social media. Presenting an interdisciplinary guide to visual methods, they explore both the creation and interpretation of visual images and their use within different methodological approaches.
This clear, articulate book is full of practical tips on publishing and presenting the results of visual research and how to use film and photographic archives. It will be an indispensable guide for anyone using or creating visual images in their research.

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A Guide to Creative Research
Kaz Stuart Indigo Children’s Services, Lucy Maynard Brathay Trust and Caroline Rouncefield University of Cumbria

This straightforward and original text sets out best practice for designing, conducting and analyzing research on work with young people. A creative and practical guide to evaluation, it provides the tools needed to bridge the gap between theoretical knowledge and applied practice.

The book:
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This is the ideal text for postgraduate students and practitioners who work with young people in the statutory and voluntary sectors.

CONTENTS

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An Introductory Guide
Second Edition
Penny Mukherji and Deborah Albon both at London Metropolitan University

Back by popular demand, this bestselling textbook covers all your students need to know about undertaking research in early childhood.

2014 • 344 pages
Hardback (9781446273685) • £75.00
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Edited by Ann Farrell Queensland University of Technology, Sharon L Kagan Columbia University and E Kay M Tisdall University of Edinburgh

Provides a landmark overview of the field of early childhood research and sets an agenda for early childhood research into the future. The team of international contributors apply their expertise to conceptual and methodological issues in research and to relevant fields of practice and policy. The handbook recognizes the main contexts of early childhood research: home and family contexts; out-of-home contexts such as services for young children and their families; and broader societal contexts that evoke risk for young children. It covers:
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• new theories and theoretical approaches in early childhood research
• applications of early childhood research.

2015 • 620 pages
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PARTICIPATORY RESEARCH WITH CHILDREN AND YOUNG PEOPLE
Susan Groundwater-Smith University of Sydney, Sue Dockett Charles Sturt University and Dorothy Bottrell Victoria University

Through case studies and a review of contemporary literature, this book sets out a clear framework for conducting participatory research with children and young people.

CONTENTS
Introduction: Arguing the Case for Participatory Research with Children and Young People / Developing New Methodological Understandings of Social Research with Children and Young People / Ethical Questions in Relation to Participatory Research with Children and Young People / Designing a Project with Children and Young People: Investigating the ‘Researchable Question’ / A Political Ecology of Access and Cooperation / Innovative Methods / Issues of Impact and Sustainability in the Context of Participatory Design and Construction / Publication and Dissemination / Action and Participation

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Edited by Gary B Melton University of Colorado, Asher Ben-Arieh Hebrew University of Jerusalem, Judith Cashmore University of Sydney, Gail S Goodman University of California, Davis and Natalie K Worley Clemson University

It is refreshing to see a book such as this which is both broad in its conceptualization of the field of child research and deep in its focus. The volume’s editors are paragons of awareness when it comes to the need for interdisciplinary research and theory to illuminate the lives and experience of children

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John Beech University of Coventry

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John McLeod University of Abertay Dundee

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• new chapters on doing case study research and outcome studies
• a guide to doing research into the client’s experience
• new information on doing research into counselling skills, embedded counselling and counsellor training
• updated details on the requirements of ethics committees
• a guide to publishing and disseminating your research findings
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2014 • 288 pages
Hardback (9781446201381) • £75.00
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Andreas Vossler The Open University
Naomi Moller University of the West of England

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This comprehensive introductory text will help readers understand the multiple research methods and strategies used in education and related fields.

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University of Oxford
Introducing students to the research process in a range of educational contexts, this updated Second Edition contains everything they need if they are studying on a research methods course or doing a research project for themselves.

ETHICS AND EDUCATION RESEARCH
Rachel Brooks
University of Surrey,
Kitty te Riele
Victoria University and
Meg Maguire
King's College, University of London
With contributions from across the globe, this is the first book of its kind to focus specifically on the ethics of Education research. Part of the popular BERA/SAGE Research methods in Education series.

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Chris Brunsdon
National University of Ireland, Maynooth and Lex Comber
University of Leicester
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Rob Kitchin NUI Maynooth

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- Mark Graham, University of Oxford

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- Evelyn Ruppert, Goldsmiths, University of London

CONTENTS
Conceptualising Data / Small Data, Data Infrastructures and Data Brokers / Open and Linked Data / Big Data / Enablers and Sources of Big Data / Data Analytics / The Governmental and Business Rationale for Big Data / The Reframing of Science, Social Science and Humanities Research / Technical and Organisational Issues / Ethical, Political, Social and Legal Concerns / Making Sense of the Data Revolution

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-Dr Yannis Pappas, Head of PhD School, Institute for Health Research, University of Bedfordshire

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Ian Shaw University of York and Sally Holland Cardiff University

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Jessica Jacobs Queen Mary, University of London

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- filming: using your camera in the field
- editing: from the first cut to post-production
- impact and the audience.

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CONTENTS
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### Index

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Critical Ethnography, Third Edition</strong> Madison</td>
<td>39</td>
</tr>
<tr>
<td><strong>Critical Management Research</strong> Jeanes &amp; Huzzard</td>
<td>45</td>
</tr>
<tr>
<td><strong>Cronin, Coughlan &amp; Smith Understanding Nursing and Healthcare Research</strong></td>
<td>49</td>
</tr>
<tr>
<td><strong>Cross-Cultural Research, Four-Volume Set</strong> Peterson</td>
<td>55</td>
</tr>
<tr>
<td><strong>Crossley, Belloti, Edwards, Everett, Koskinen &amp; Tramer Social Network Analysis for Ego-Nets</strong></td>
<td>19</td>
</tr>
<tr>
<td><strong>Curry &amp; Nunez-Smith Mixed Methods in Health Sciences Research</strong></td>
<td>50</td>
</tr>
<tr>
<td><strong>Czarniawska Social Science Research</strong></td>
<td>9</td>
</tr>
<tr>
<td><strong>Data Literacy</strong> Herzog</td>
<td>18</td>
</tr>
<tr>
<td><strong>Data Revolution, The Kitchin</strong></td>
<td>48</td>
</tr>
<tr>
<td><strong>Data Visualization with MS Office Sue &amp; Griffin</strong></td>
<td>28</td>
</tr>
<tr>
<td><strong>David &amp; Millward Researching Society Online, Four-Volume Set</strong></td>
<td>55</td>
</tr>
<tr>
<td><strong>Dealing with Complexity in Development Evaluation</strong> Bamberger, Vaessen &amp; Raimondo</td>
<td>23</td>
</tr>
<tr>
<td><strong>DeNora Making Sense of Reality</strong></td>
<td>9</td>
</tr>
<tr>
<td><strong>Denzin Interpretive Autoethnography, Second Edition</strong></td>
<td>39</td>
</tr>
<tr>
<td><strong>Designing Qualitative Research, Sixth Edition</strong> Marshall &amp; Rossman</td>
<td>31</td>
</tr>
<tr>
<td><strong>Designing Research Questionnaires for Business and Management Students Ekinli</strong></td>
<td>46</td>
</tr>
<tr>
<td><strong>Developing Monitoring and Evaluation Frameworks</strong> Markiewicz &amp; Patrick</td>
<td>23</td>
</tr>
<tr>
<td><strong>Digital Ethnography</strong> Pink, Horst, Postpil, Hjorth, Lewis &amp; Tachi</td>
<td>11</td>
</tr>
<tr>
<td><strong>Dingwall &amp; McDonnell The SAGE Handbook of Research Management</strong></td>
<td>10</td>
</tr>
<tr>
<td><strong>Discourse and Narrative Methods Livhofts &amp; Tamboukou</strong></td>
<td>43</td>
</tr>
<tr>
<td><strong>Discovering Statistics using IBM SPSS Statistics, Fourth Edition Field</strong></td>
<td>34</td>
</tr>
<tr>
<td><strong>Discovering Statistics using R Field, Miles &amp; Field</strong></td>
<td>34</td>
</tr>
<tr>
<td><strong>Docherty Universities at War</strong></td>
<td>10</td>
</tr>
<tr>
<td><strong>Documentary &amp; Archival Research, Four-Volume Set Hughes &amp; Goodwin</strong></td>
<td>55</td>
</tr>
<tr>
<td><strong>Doing Action Research in Your Own Organization, Fourth Edition Coghlan &amp; Brannick</strong></td>
<td>38</td>
</tr>
<tr>
<td><strong>Doing International Research</strong> Williams</td>
<td>6</td>
</tr>
<tr>
<td><strong>Doing Practical Research in Education Palaiologou, Needham &amp; Male</strong></td>
<td>47</td>
</tr>
<tr>
<td><strong>Doing Qualitative Research in Social Work Shaw &amp; Holland</strong></td>
<td>50</td>
</tr>
<tr>
<td><strong>Doing Qualitative Research Online Salmons</strong></td>
<td>26</td>
</tr>
<tr>
<td><strong>Doing Qualitative Research, Fourth Edition Silverman</strong></td>
<td>35</td>
</tr>
<tr>
<td><strong>Doing Real Research Jensen &amp; Laurie</strong></td>
<td>6</td>
</tr>
<tr>
<td><strong>Doing Research in Counselling &amp; Psychotherapy, Third Edition McLeod</strong></td>
<td>46</td>
</tr>
<tr>
<td><strong>Doing Research in the Real World, Third Edition Gray</strong></td>
<td>34</td>
</tr>
<tr>
<td><strong>Doing Sensory Ethnography, Second Edition Pink</strong></td>
<td>39</td>
</tr>
<tr>
<td><strong>Doing Social Network Research Robins</strong></td>
<td>19</td>
</tr>
<tr>
<td><strong>Doing Surveys Online Toopeel</strong></td>
<td>28</td>
</tr>
<tr>
<td><strong>Doing Your Business Research Project Beech</strong></td>
<td>45</td>
</tr>
<tr>
<td><strong>Donaldson, Christie &amp; Mark Credible and Actionable Evidence, Second Edition</strong></td>
<td>25</td>
</tr>
<tr>
<td><strong>Easterby-Smith, Thorpe &amp; Jackson Management and Business Research, Fifth Edition</strong></td>
<td>45</td>
</tr>
<tr>
<td><strong>EasyGuide to Research Presentations, An Wilson &amp; Schwartz</strong></td>
<td>11</td>
</tr>
<tr>
<td><strong>Educational Research, Fifth Edition Johnson &amp; Christensen</strong></td>
<td>47</td>
</tr>
<tr>
<td><strong>Ekinli Designing Research Questionnaires for Business and Management Students</strong></td>
<td>46</td>
</tr>
<tr>
<td><strong>Elliott &amp; Woodward IBM SPSS by Example, Second Edition</strong></td>
<td>21</td>
</tr>
<tr>
<td><strong>Empowerment Evaluation, Second Edition Bettman, Kaftarian &amp; Wandersman</strong></td>
<td>25</td>
</tr>
<tr>
<td><strong>Essentials of Business Research, Second Edition Wilson</strong></td>
<td>45</td>
</tr>
<tr>
<td><strong>Ethics and Education Research Brooks, Riele &amp; Maguire</strong></td>
<td>47</td>
</tr>
<tr>
<td><strong>Evaluation Assessment Trevisan &amp; Walser</strong></td>
<td>24</td>
</tr>
<tr>
<td><strong>Evaluation Fundamentals, Third Edition Fink</strong></td>
<td>23</td>
</tr>
<tr>
<td><strong>Evaluation in the Extreme Bush &amp; Duggan</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>Evaluation Practice for Projects with Young People</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Stuart, Maynard &amp; Rounsefield</strong></td>
<td>44</td>
</tr>
<tr>
<td><strong>Event History and Survival Analysis, Second Edition Allison</strong></td>
<td>16</td>
</tr>
<tr>
<td><strong>F</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Factorial Survey Experiments Auspur &amp; Hinz</strong></td>
<td>21</td>
</tr>
<tr>
<td><strong>Farrell, Kagan &amp; Tisdal The SAGE Handbook of Early Childhood Research</strong></td>
<td>44</td>
</tr>
<tr>
<td><strong>Fawcett &amp; Pockett Turning Ideas into Research</strong></td>
<td>6</td>
</tr>
<tr>
<td><strong>Fetterman, Kaftarian &amp; Wandersman Empowerment Evaluation, Second Edition</strong></td>
<td>25</td>
</tr>
<tr>
<td><strong>Field Discovering Statistics using IBM SPSS Statistics, Fourth Edition</strong></td>
<td>34</td>
</tr>
<tr>
<td><strong>Field, Miles &amp; Field Discovering Statistics Using R</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Film as a Research Method Jacobs</strong></td>
<td>51</td>
</tr>
<tr>
<td><strong>Fink Evaluation Fundamentals, Third Edition</strong></td>
<td>23</td>
</tr>
<tr>
<td><strong>Fitzgerald &amp; Housley Advances in Membership Categorisation Analysis</strong></td>
<td>37</td>
</tr>
<tr>
<td><strong>Flick An Introduction to Qualitative Research, Fifth Edition</strong></td>
<td>29</td>
</tr>
<tr>
<td><strong>Flick Introducing Research Methodology, Second Edition</strong></td>
<td>5</td>
</tr>
<tr>
<td><strong>Focus Groups, Fifth Edition Krueger &amp; Casey</strong></td>
<td>40</td>
</tr>
<tr>
<td><strong>Focus Groups, Third Edition Stewart &amp; Shamdasani</strong></td>
<td>39</td>
</tr>
<tr>
<td><strong>For Ethnography Atkinson</strong></td>
<td>39</td>
</tr>
<tr>
<td><strong>Foster, Diamond &amp; Jeffries Beginning Statistics, Second Edition</strong></td>
<td>13</td>
</tr>
<tr>
<td><strong>Foundations of Psychological Testing, Fifth Edition Miller, Lovier &amp; McIntire</strong></td>
<td>52</td>
</tr>
<tr>
<td><strong>Fox Applied Regression Analysis and Generalized Linear Models, Third Edition</strong></td>
<td>17</td>
</tr>
<tr>
<td><strong>Fox Randomized Response and Related Methods, Second Edition</strong></td>
<td>26</td>
</tr>
<tr>
<td><strong>Frankfort-Nachmias &amp; Leon-Guerrero Social Statistics for a Diverse Society, Seventh Edition</strong></td>
<td>18</td>
</tr>
<tr>
<td><strong>Fransese Quantitative Research in Politics, Five-Volume Set</strong></td>
<td>54</td>
</tr>
<tr>
<td><strong>Frey 100 Questions (and Answers) About Tests and Measurement</strong></td>
<td>13</td>
</tr>
<tr>
<td><strong>Frey There’s a Stat for That!</strong></td>
<td>14</td>
</tr>
<tr>
<td><strong>Friese Qualitative Data Analysis with ATLAS.ti, Second Edition</strong></td>
<td>33</td>
</tr>
<tr>
<td><strong>Fundamental Statistics for the Social and Behavioral Sciences Tokunaga</strong></td>
<td>16</td>
</tr>
<tr>
<td><strong>G</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Gargani &amp; Donaldson Theory-Driven Program Design and Evaluation</strong></td>
<td>23</td>
</tr>
<tr>
<td><strong>Gaebatz A Survivor's Guide to R</strong></td>
<td>20</td>
</tr>
<tr>
<td><strong>Gecomputation Brunsdon &amp; Singleton</strong></td>
<td>48</td>
</tr>
<tr>
<td><strong>Gergen An Invitation to Social Construction, Third Edition</strong></td>
<td>51</td>
</tr>
<tr>
<td><strong>Gill, Johnson &amp; Clark Research Methods for Managers, Fifth Edition</strong></td>
<td>45</td>
</tr>
<tr>
<td><strong>Given 100 Questions (and Answers) about Qualitative Research</strong></td>
<td>36</td>
</tr>
<tr>
<td><strong>Gobo &amp; Mauceri Constructing Survey Data</strong></td>
<td>22</td>
</tr>
<tr>
<td><strong>Gordon Real Research</strong></td>
<td>6</td>
</tr>
<tr>
<td><strong>Gray Doing Research in the Real World, Third Edition</strong></td>
<td>34</td>
</tr>
<tr>
<td><strong>Grotenhuis &amp; Matthijssen Basic SPSS Tutorial</strong></td>
<td>20</td>
</tr>
<tr>
<td><strong>Grotenhuis &amp; Visscher How to Use SPSS Syntax</strong></td>
<td>20</td>
</tr>
<tr>
<td><strong>Grounded Theory, Second Edition Birks &amp; Mills</strong></td>
<td>41</td>
</tr>
<tr>
<td><strong>Groundwater-Smith, Dockett &amp; Bottrell Participatory Research with Children and Young People</strong></td>
<td>44</td>
</tr>
<tr>
<td><strong>Guo &amp; Fraser Propensity Score Analysis, Second Edition</strong></td>
<td>16</td>
</tr>
<tr>
<td><strong>Gupta &amp; Awasthy Qualitative Research In Management</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>H</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Haig, Evers &amp; Constas Realist Inquiry in Social Sciences</strong></td>
<td>7</td>
</tr>
<tr>
<td><strong>Halfpenny &amp; Procter Innovations in Digital Research Methods</strong></td>
<td>26</td>
</tr>
<tr>
<td><strong>Hammersley The Limits of Social Science</strong></td>
<td>8</td>
</tr>
<tr>
<td><strong>Handling Qualitative Data, Third Edition Richards</strong></td>
<td>32</td>
</tr>
<tr>
<td><strong>Harris An Introduction to Exponential Random Graph Modeling</strong></td>
<td>17</td>
</tr>
<tr>
<td><strong>Harvey &amp; Land Research Methods for Nurses and Midwives</strong></td>
<td>50</td>
</tr>
<tr>
<td><strong>Health Intervention Research Sidani</strong></td>
<td>49</td>
</tr>
</tbody>
</table>
Index

Herzog Data Literacy .................................................................................. 15
Hewson, Vogel & Laurent Internet Research Methods, Second Edition ........ 26
Higginbottom & Liamputtong Using Participatory Qualitative Research Methodologies in Health .............................................................. 50
Hillyard Approaches to Fieldwork, Four-Volume Set .................................. 55
How to Do Your Case Study, Second Edition Thomas ................................ 40
How to Do Your Research Project, Second Edition Thomas ...................... 35
‘How To’ of Qualitative Research, The Auri & Heath ................................ 29
How to Read Journal Articles in the Social Sciences, Second Edition Shon .... 53
How to Succeed at University, Second Edition Smale & Fowlie .................. 53
How to Use SPSS Syntax Grotenhuis & Visscher .................................... 20
Hughes & Goodwin Documentary & Archival Research, Four-Volume Set ...... 55
IBM SPSS by Example, Second Edition Elliott & Woodward ................... 21
Impact of the Social Sciences, The Bastow, Dunleavy & Tinker ................. 8
Implementation Monitoring and Process Evaluation Saunders ................. 24
Innovations in Digital Research Methods Halfpenny & Procter ................. 26
Internet Research Methods, Second Edition Hewson, Vogel & Laurent .... 26
Interpreting Qualitative Data, Fifth Edition Silverman ............................ 31
Interpretive Autoethnography, Second Edition Denzin ............................ 39
InterViews, Third Edition Brinkmann & Kvale ......................................... 42
Introducing Research Methodology, Second Edition Flick ....................... 5
Introduction to Exponential Random Graph Modeling, An Harris ............. 17
Introduction to Health Services Research, An Walker ............................. 50
Introduction to MATLAB for Behavioral Researchers, An Madan ............ 21
Introduction to Psychological Assessment and Psychometrics, An Second Edition Cooley .......................................................... 52
Introduction to Qualitative Research, An, Fifth Edition Flick ................... 29
Introduction to R for Spatial Analysis and Mapping, An Brunsdon & Comber .... 47
Punch & O'Conner ....................................................................................... 47
Introduction to Research, Analysis, and Writing, An Nwosu ...................... 11
Introduction to Social Network Analysis Alexander ................................. 19
Introduction to Social Research, Third Edition Punch ............................. 35
Introduction to Time Series Analysis Pickle .............................................. 16
Investigating the Social World, Eighth Edition Schutt ............................. 8
Ivankova Mixed Methods Applications in Action Research ..................... 38
Jacobs Film as a Research Method ............................................................ 51
James & Slater Writing Your Doctoral Dissertation or Thesis Faster .......... 12
Janesick Stretching Exercises for Qualitative Researchers, Fourth Edition ... 33
Jeanes & Huzzard Critical Management Research ................................... 45
Jensen & Laurie Doing Real Research ...................................................... 6
Johnson & Christensen Educational Research, Fifth Edition .................. 47
Jones Researching Organizations ............................................................. 9
Keller The Tao of Statistics, Second Edition ............................................ 14
Kelloway Using Mplus for Structural Equation Modeling, Second Edition .... 21
Kent Analysing Quantitative Data ............................................................ 16
Key Methods in Geography, Third Edition Clifford, French, Cope & Gillespie ... 49
Kim Understanding Narrative Inquiry .................................................... 43
Kitchen The Data Revolution ................................................................. 48
Koro-Ljungberg Reconceptualizing Qualitative Research ......................... 37
Kozinets Netnography, Second Edition .................................................. 27
Kruiger & Casey Focus Groups, Fifth Edition ........................................... 40
Kuckartz Qualitative Text Analysis .......................................................... 36
Kumar Marketing Research ....................................................................... 4
Kumar Research Methodology, Fourth Edition ........................................ 3
L
Lamont Research Methods in International Relations .................................. 51
Latent Variables and Factor Analysis, Four-Volume Set Babones ............... 55
Learning Statistics Using R Schmacker .................................................... 20
Levin, McEwan & Bellfield Cost-Effectiveness Analysis, Third Edition .... 24
Limits of Social Science, The Hammersley .............................................. 8
Lindlof & Taylor Qualitative Communication Research Methods, Fourth Edition 36
Linguistic Ethnography Copland & Creece ............................................. 39
Lu Applied Ordinal Logistic Regression Using Stata .................................. 18
Liuhofts & Tambokou Discourse and Narrative Methods ....................... 43
Longest Using Stata for Quantitative Analysis, Second Edition ............. 20
Longhi & Nandi A Practical Guide to Using Panel Data ......................... 18
Lyons & Coyle Analysing Qualitative Data in Psychology, Second Edition ... 52
Madan An Introduction to MATLAB for Behavioral Researchers ............ 21
Madison Critical Ethnography, Third Edition .......................................... 39
Making Sense of Reality DeNora .............................................................. 42
Making Sense of Research in Nursing, Health and Social Care, Fifth Edition Moule ................................................................. 49
Management and Business Research, Fifth Edition
Easterby-Smith, Thorpe & Jackson .......................................................... 45
Management Students ............................................................................. 46
Managing and Sharing Research Data Corti, Eynden, Bishop & Woolard .... 12
Marchant-Shapiro Statistics for Political Analysis ................................... 51
Marketing Research Kumar ................................................................. 4
Markiewicz & Patrick Developing Monitoring and Evaluation Frameworks ... 23
Marshall & Rossman Designing Qualitative Research, Sixth Edition ........ 31
Mauthner & Doucet Narrative Analysis .................................................... 41
McBride The Process of Research in Psychology, Third Edition ............ 52
McDonnell & McNiff Action Research for Nurses ................................... 49
McGrath Creating and Verifying Data Sets with Excel ............................. 20
McLeod Doing Research in Counselling & Psychotherapy, Third Edition .... 46
McNiff Writing and Doing Action Research .......................................... 37
Media Audience Research Mytton, Diem & Dam .................................. 2
Melton, Ben-Arie, Cashmore, Goodman & Worley The SAGE Handbook of Child Research .......................................................... 44
Mertens Research and Evaluation in Education and Psychology, Fourth Edition 10
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Mills & Birks Qualitative Methodology .................................................... 36
Mixed Methods Applications in Action Research Ivankova ...................... 38
Mixed Methods for Policy Research and Program Evaluation
Burch & Heinrich ...................................................................................... 25
Mixed Methods in Health Sciences Research Curry & Nunez-Smith .......... 50
Mixed Methods Research and Culture-Specific Interventions Nastasi & Hutchcock ... 25
Mixed Methods Research Clark & Ivanova ............................................. 25
Morris A Practical Introduction to In-depth Interviewing .......................... 41
Moule Making Sense of Research in Nursing, Health and Social Care, Fifth Edition 49
Muratovski Research for Designers ...................................................... 51
Mytton, Diem & Dam Media Audience Research .................................... 2
Index

N

Narrative Analysis Mauthner & Doucet .......................................................... 41
Narrative Networks Alleyne ................................................................. 41
Nastasi & Hitchcock Mixed Methods Research and
Culture-Specific Interventions .......................................................... 25
Netnography, Second Edition Kazemi ..................................................... 27
Newsome An Introduction to Research, Analysis, and Writing .................. 11
Nonparametric Statistics in Health Care Research, Second Edition Pett ...... 18
Nuts and Bolts of Grant Writing, The Carr ............................................. 12
Nygaard Writing for Scholars, Second Edition ........................................ 53

O

Onwuegbuzie & Frels Seven Steps to a Comprehensive Literature Review ...... 13
O’Reilly & Kyimba Advanced Qualitative Research ................................ 29
Osborne Best Practices in Logistic Regression ........................................ 17

P

Palaiologou, Needham & Male Doing Practical Research in Education ....... 47
Participatory Research with Children and Young People
Groundwater-Smith, Dockett & Bottrell ............................................. 44
Patton Qualitative Research & Evaluation Methods, Fourth Edition .......... 23
Peterson Cross-Cultural Research, Four-Volume Set ................................ 55
Pett Nonparametric Statistics in Health Care Research, Second Edition ..... 18
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Pink, Horst, Pospil, Hjorth, Lewis & Tachi Digital Ethnography ................. 11
Practical Guide to Using Panel Data, A Longhi & Nandi ......................... 18
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Presenting Statistical Results Effectively Andersen & Armstrong ................ 14
Presenting Your Research Becker ......................................................... 11
Privitera Statistics for the Behavioral Sciences, Second Edition ............... 52
Propensity Score Analysis, Second Edition Guo & Fraser ......................... 16
Punch Introduction to Social Research, Third Edition ............................ 35

Q

Qualitative Communication Research Methods, Fourth Edition Lindlof & Taylor .......................................................... 36
Qualitative Data Analysis with ATLAS.ti, Second Edition Friese ............... 33
Qualitative Data Analysis with NVivo, Second Edition Bazeley & Jackson .... 34
Qualitative Methodology Mills & Birks ................................................... 36
Qualitative Online Interviews, Second Edition Salmons .......................... 42
Qualitative Research & Evaluation Methods, Fourth Edition Patton .......... 23
Qualitative Research In Management Gupta & Awasthy .......................... 2
Qualitative Research Practice, Second Edition Ritchie, Lewis, Nichols & Ormston .................................................. 35
Qualitative Research Waller, Farquharson & Dempsey ........................... 31
Qualitative Text Analysis Kuckartz ....................................................... 36
Quantitative Research in Politics, Five-Volume Set Franzese ................... 54
Quraishi & Philbin Researching Racism ............................................... 9
Randomized Response and Related Methods, Second Edition Fox .......... 26
Rank Hypocrisies Sayer ........................................................................ 10
Ravitch & Carl A Critical Approach to Qualitative Research ..................... 36
Reading and Understanding Research, Fourth Edition Silverman, Spirudo & Locke ................................................. 7
Real Research Gordon ........................................................................... 6
Realist Inquiry in Social Sciences Haig, Evers & Constas ........................... 7
Reconceptualizing Qualitative Research Koro-Ljungberg ......................... 37
Remler & Ryzin Research Methods in Practice, Second Edition ............ 10
Research and Evaluation in Education and Psychology, Fourth Edition Mertens .................................................. 10
Research Design for Business & Management Ang ................................ 45
Research Design in Social Work Campbell, Taylor & McClade ................. 50
Research Ethics and Integrity for Social Scientists, Second Edition Israel ... 12
Research Ethics in Context, Three-Volume Set Scott-Jones ...................... 54
Research Ethics in Practice, Three-Volume Set Scott-Jones ....................... 54
Research Ethics, Six-Volume Set Scott-Jones ........................................ 54
Research for Designers Muratovski ..................................................... 51
Research Foundations Woodwell ......................................................... 8
Research Methodology, Fourth Edition Kumar ....................................... 3
Research Methods for Business and Social Science Students Adams, Khan & Raeside .......................................................... 2
Research Methods for Managers, Fifth Edition Gil, Johnson & Clark ........ 45
Research Methods for Nurses and Midwives Harvey & Land .................. 50
Research Methods in Accounting, Third Edition Smith ......................... 45
Research Methods in Early Childhood, Second Edition Mukherji & Albon ... 44
Research Methods in International Relations Lamont .............................. 51
Research Methods, Statistics, and Applications Adams & Lawrence ....... 8
Researching Hospitality and Tourism, Second Edition Brotherton ........... 46
Researching Organizations Jones ......................................................... 9
Researching Racism Quraishi & Philbin ................................................. 9
Researching Social Life, Fourth Edition Stoneman & Gilbert .................... 5
Researching Society Online, Four-Volume Set David & Millward .............. 55
Researching the City Ward ................................................................. 48
Restarting Stalled Research Rosenblatt .................................................... 4
Richards Handling Qualitative Data, Third Edition ................................. 32
Ritchie, Lewis, Nichols & Ormston Qualitative Research Practice, Second Edition .......................................................... 35
Robins Doing Social Network Research ................................................. 19
Robgerson Statistical Methods for Geography, Fourth Edition ................. 49
Rosenblatt Restarting Stalled Research ..................................................... 12
Ruel, Wagner & Gillespie The Practice of Survey Research ....................... 22
SAGE Dictionary of Qualitative Inquiry, The, Fourth Edition Schwandt ...... 33
SAGE Handbook of Action Research, The, Third Edition Bradbury-Huynh .... 38
SAGE Handbook of Child Research, The Melton, Ben-Arieh, Cashmore, Goodman & Worley .......................................................... 44
SAGE Handbook of Early Childhood Research, The Farrell, Kagan & Tisdall ... 44
SAGE Handbook of GIS and Society, The Nyerges, Coulcelis & McMaster ... 48
SAGE Handbook of Innovation in Social Research Methods, The Williams & Vogt .......................................................... 9
SAGE Handbook of Regression Analysis and Causal Inference, The Best & Wolf .......................................................... 17
SAGE Handbook of Research Management, The Dingwall & McDonnell ... 10
Saldana The Coding Manual for Qualitative Researchers, Third Edition ...... 30
Saldana Thinking Qualitatively ............................................................ 30
Salkind 100 Questions (and Answers) About Statistics ........................... 13

59
Textual Analysis, Four-Volume Set Bauer, Bicquelet & Suerdem.............55
Theoretical Frameworks in Qualitative Research, Second Edition Anfara Jr. & Mertz .................................................................33
Theory-Driven Program Design and Evaluation Gargani & Donaldson........23
There’s a Stat for That! Frey.................................................................14
Thinking Qualitatively Saldana.........................................................30
Thomas & Myers The Anatomy of the Case Study.............................40
Thomas How to Do Your Case Study, Second Edition......................40
Thomas How to Do Your Research Project, Second Edition..............35
Tight Case Studies, Four-Volume Set.................................................55
Toepoel Doing Surveys Online..................................................28

Tokunaga Fundamental Statistics for the Social and Behavioral Sciences 16
Trevisan & Walser Evaluability Assessment......................................24
Turning Ideas into Research Fawcett & Pockett..............................6

U
Understanding Narrative Inquiry Kim..............................................43
Understanding Nursing and Healthcare Research Crinin, Coughlan & Smith ..49
Universities at War Docherty.........................................................10
Using IBM® SPSS® Statistics for Research Methods and Social Science Statistics, Fifth Edition Wagner..............................21
Using Participatory Qualitative Research Methodologies in Health Higgibottom & Liamputtong.................................50
Using Social Media for Qualitative Research Clemens........................33
Using Software in Qualitative Research, Second Edition Silver & Lewins.....28
Using Stata for Quantitative Analysis, Second Edition Longest...........20

V
Vossler & Moller The Counselling and Psychotherapy Research Handbook ...46

W
Wagner Using IBM® SPSS® Statistics for Research Methods and Social Science Statistics, Fifth Edition.................................................21
Walker An Introduction to Health Services Research............................50
Waller, Farquharson & Dempsey Qualitative Research..........................31
Walliman Social Research Methods, Second Edition........................51
Walsh Researching the City................................................................24
Web Survey Methodology Callegaro, Manfreda & Vehovar........................28
Williams & Vogt The SAGE Handbook of Innovation in Social Research Methods......9
Williams Doing International Research..............................................6
Wilson & Schwartz An EasyGuide to Research Presentations.............11
Wodak & Meyer Methods of Critical Discourse Studies, Third Edition....43
Woodside Research Foundations....................................................8
Working with Written Discourse Cameron & Panovic..........................42
Writing and Doing Action Research McNiff......................................37
Writing for Scholars, Second Edition Nygaard...................................53
Writing Your Doctoral Dissertation or Thesis Faster James & Slater.........12

Y
Yang Categorical Data Analysis, Four-Volume Set................................55
Yin Case Study Research, Fifth Edition...........................................35
Your Dissertation in Education, Second Edition Buckler & Walliman....47
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