Welcome...

Welcome to our 2016 Research Methods catalogue. We are delighted to showcase our newest publications, from introductory textbooks to postgraduate texts and tools covering the entire research process. Research Methods lies at the heart of SAGE and we are proud to have supported the development of Research Methods education for over fifty years, with an unrivalled range of textbooks and resources on quantitative methods and statistics, evaluation, qualitative methods, general methods and techniques, mixed methods and innovations in digital research.

If you prefer to access your Research Methods and Statistics content digitally, check out our online platform, SAGE Research Methods (sageresearchmethods.com). Here you'll find resources to support the entire research process, from coming up with a research question, to writing up a dissertation or thesis. Alongside over 800 books, journals and reference works, you'll find over 500 stories of real research projects (SAGE Research Method Cases) and a collection of 120 teaching datasets (SAGE Research Methods Datasets). In 2016, we'll be launching SAGE Research Methods Video, which contains more than 120 hours of video, including tutorials, case study videos, expert interviews, and more, covering the entire research methods and statistics curriculum.

Methodspace, our online methods community, continues to grow and we now have over 21,000 members worldwide. Register for free and join the debate at www.methodspace.com!

If you are planning a Research Methods or Statistics course, you can even pick and choose content from our growing list of textbooks, reference works and journals to create course material that exactly matches what and how you teach. For advice on creating bespoke material contact your local representative at www.sagepub.co.uk/findmyrep or see page 44. We're always on the lookout for new ways of teaching Research Methods so if you're interested in writing or editing a project with us, we'd love to hear from you.

This catalogue includes only our most recent and popular titles, so if you can't find what you're looking for here, please visit our website at www.sagepublishing.com, where you can find full details of all of our books, journals and digital products.

Thank you for being part of the SAGE story so far - we hope you enjoy reading and using our new offerings in 2016!

Key new titles

- Secondary Data Analysis
- Data Visualisation
- Doing Real Research
- Social Research Methods
- Qualitative Research
- Visual Methodologies
- Developing Effective Research Proposals
- Social Media Research Methods
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AN ADVENTURE IN STATISTICS
The Reality Enigma

Andy Field  University of Sussex

Will Zach find the missing love of his life and save the world? Statistically speaking the odds don’t look good...

Once again, bestselling, award-winning author and teacher Andy Field hasn’t just broken the traditional textbook mould with his new novel/textbook, he has forged in the fire of his imagination the only statistics book on the market with a terrifying probability bridge, zombies and talking cats!

His unique approach introduces students across the social sciences to the importance and relevance of statistics in a lavishly illustrated format and style that overcomes traditional anxiety for the subject and the dullness of typical offerings.

As with the immensely successful Discovering Statistics Using IBM SPSS Statistics and Discovering Statistics Using R, his motives for writing An Adventure in Statistics: The Reality Enigma stem from his desire to make statistics a bit more pleasant to learn and to counter his negative experience of textbooks when he was a student.

The medium, the message and the rock-solid statistics coverage combine to raise the level of attainment of even the most Maths-phobic student on their first statistics course, covering in more detail the introductory content his previous books touch on.

In doing so, it provides an unrivalled launchpad to further study, research and inquisitiveness about the real world which equips students with the skills to succeed in their chosen degree and which they can go on to apply in the workplace.

CONTENTS
Why You Need Science / Reporting Research, Variables and Measurement / Summarizing Data / Fitting Models (Central Tendency) / Presenting Data / Z-Scores / Probability / Inferential Statistics: Going Beyond the Data / Robust Estimation / Hypothesis Testing / Modern Approaches to Theory Testing / Assumptions / Relationships / The General Linear Model / Comparing Two Means / Comparing Several Means / Factorial Designs

April 2016 • 784 pages
Cloth (9781446210444) • £90.00
Paper (9781446210451) • £32.99

60 SECONDS WITH ANDY FIELD

What can readers expect from this book?
Expect the unexpected! I’m passionate about engaging students in statistics, and in this book I’ve tried a different approach to achieve that. The book is a fictional story about a musician whose (genius scientist) girlfriend vanishes. Fearing she might be in danger, he sets off on a quest to discover what has happened to her. He meets various characters who are hell bent on teaching him statistics. He’s not keen on the idea but relents and it ends up coming in useful. It’s part-novel, part-graphic novel and part-statistics book.

What are the key things you’re hoping students will learn from the book?
I’m hoping that the book will lay down strong foundations for understanding classical and Bayesian approaches to data-analysis. It covers the sort of material you’d expect in an introductory level statistics module but with a contemporary twist (i.e., Bayes factors, Robust methods etc.) and written in a way that I hope a general audience could understand.

What top tip would you give to those new to statistics?
Read this book!

What’s been the proudest moment of your career to date?
Finishing this book. When I had the idea to embed a statistics book into a fictional narrative that had graphic novel artwork to bring the story to life, I severely doubted my ability to pull it off. Time will tell whether I have, but I’m immensely proud to have given it a go.

DiscoveringStatisticsWithAndyField
MULTILEVEL MODELING IN PLAIN LANGUAGE
Karen Robson York University and
David Pevalin University of Essex

This book unpacks multilevel modeling techniques in easy-to-understand language with fully annotated examples using the statistical software Stata. The techniques are explained without reliance on equations and algebra so that new users will understand when to use these approaches and how they are really just special applications of ordinary regression. Using real-life data, the authors show readers how to model random intercept models and random coefficient models for cross-sectional data in a way that makes sense and can be retained and repeated.

CONTENTS

November 2015 • 160 pages
Cloth (9780857029164) • £60.00
Paper (9780857029164) • £18.99

A PRIMER ON PARTIAL LEAST SQUARES STRUCTURAL EQUATION MODELING (PLS-SEM)
Second Edition
Joseph F Hair Kennesaw State University,
G Tomas M Hult Michigan State University,
Christian Ringle Hamburg University of Technology and Marko Sarstedt
Otto-von-Guericke University Magdeburg

In this book, the authors explain the statistical modeling technique and the fundamental aspects of the methods in a straightforward manner that is accessible to individuals with limited statistical and mathematical training. They clarify the nature and role of PLS-SEM in social sciences research that allows researchers to pursue research in new and different ways. In order to facilitate learning, a single case study has been used throughout the book.

Updates to the Second Edition include: an overview of the latest research on composite-based modeling; more coverage of the distinction between PLS-SEM and CB-SEM; introduction of a new criterion for discrimination validity assessment; revision and extension of the chapter on mediation; extended description of moderation; and a brief introduction to some more advanced techniques.

CONTENTS
An Introduction to Structural Equation Modeling / Specifying the Path Model and Examining Data / Path Model Estimation / Assessing PLS-SEM Results Part I: Evaluation of Reflective Measurement Models / Assessing PLS-SEM Results Part II: Evaluation of the Formative Measurement Models / Assessing PLS-SEM Results Part III: Evaluation of the Structural Model / Mediator and Moderator Analysis / Outlook on Advanced Methods

May 2016 • 384 pages
Paper (9781483377445) • £23.99

MATHEMATICS FOR SOCIAL SCIENTISTS
Jonathan Kropko University of Virginia

Clearly aimed at what students need to be able to advance in subsequent methodology courses and in their future careers. It is written in an inviting and clear manner, without ever sacrificing rigour.

- Jay Verkuilen,
City University of New York

October 2015 • 408 pages
Paper (9781506304215) • £28.99

PRINCIPLES & METHODS OF QUANTITATIVE DATA ANALYSIS
Jerome Frieman Kansas State University, Christopher P Barlett Gettysburg College and Donald A Saucier

November 2016 • 608 pages
Cloth (9781446298657) • £55.00
THE SAGE DICTIONARY OF STATISTICS & METHODOLOGY

A Nontechnical Guide for the Social Sciences
Fifth Edition

W Paul Vogt Illinois State University and R Burke Johnson University of South Alabama

Written in a clear, readable style with a wide range of explanations and examples, this dictionary reflects recent changes in the fields of statistics and methodology. Packed with new definitions, terms and graphics, this invaluable resource is an ideal reference for researchers and professionals in the field and provides everything students need to read and understand a research report, including elementary terms, concepts, methodology and design definitions, as well as concepts from qualitative research methods and terms from theory and philosophy.

December 2015 • 620 pages
Paper (9781483381763) • £38.99

HOW TO CONDUCT SURVEYS

A Step-by-Step Guide
Sixth Edition

Arlene Fink University of California at Los Angeles

Packed with new topics that reflect today’s challenges, this Sixth Edition guides readers through the process of developing their own rigorous surveys and evaluating the credibility and transparency of surveys created by others. Offering practical, step-by-step advice, the book focuses on choosing the appropriate type of survey, writing survey questions and responses, formatting the survey, deciding on the characteristics and numbers of respondents to include, choosing how often to survey respondents, and analyzing and reporting the results.

Contents
- Conducting Surveys: Everyone Is Doing It
- The Survey Form: Questions, Scales, and Appearance
- Getting It Together: Some Practical Concerns
- Sampling
- Survey Design: Environmental Control
- Analyzing and Organizing Data from Surveys
- Presenting the Survey Results

March 2016 • 216 pages
Paper (9781483378480) • £29.99

STATLAB ONLINE 2.0

STUDENT SLIM PACK
Second Edition

Gregory Francis Purdue University and Ian Neath Memorial University of Newfoundland

Statistics come alive when students create and analyze their own data! STATLAB Online 2.0 allows students to participate in behavioural experiments by gathering and analyzing their own data using the statistical techniques taught in introductory statistics and research methods courses. Students are guided through the analysis of their data to demonstrate different statistical techniques in a meaningful way. By working with their own data, STATLAB Online 2.0 provides a new way for students to appreciate the relevance of statistical analyses for understanding human behaviour. Version 2.0 includes six new labs and features a new, mobile-friendly interface with improved navigation.

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ELEMENTARY REGRESSION MODELING

A Discrete Approach
Roger Wojtkiewicz Ball State University

This user-friendly book gives the reader a thorough understanding of concepts like nestedness, higher-order differences and constraints by providing a conceptual basis for some of the things quantitative researchers ordinarily do when conducting regression analyses.

July 2016 • 336 pages
Paper (9781506303475) • £38.99

THE SAGE HANDBOOK OF SURVEY METHODOLOGY

Edited by Christof Wolf GESIS - Leibniz Institute for the Social Sciences, Dominique Joye University of Lausanne, Tom W Smith University of Chicago and Yang-chih Fu Academia Sinica

This handbook explores both the increasingly scientific endeavour of surveys and their growing complexity, as different data collection modes and information sources are combined. It takes a global approach, with a team of international experts looking at local and national specificities, as well as problems of cross-national, comparative survey research. The chapters are organized into nine major sections, each of which represents a stage in the survey life-cycle:

- Part I: Basic Principles
- Part II: Surveys and Societies
- Part III: Planning a Survey
- Part IV: Measurement
- Part V: Sampling
- Part VI: Data Collection
- Part VII: Preparing Data for Use
- Part VIII: Assessing and Improving Data Quality
- Part IX: Further Issues

August 2016 • 620 pages
Cloth (9781446282663) • £110.00

ORDER TODAY +44 (0)20 7324 8703 +44 (0)20 7324 8700 sagepublishing.com
Many professional, high-quality surveys collect data on people’s behaviour, experiences, lifestyles and attitudes. The data they produce is more accessible than ever before. This book provides students with a comprehensive introduction to using this data, as well as transactional data and big data sources, in their own research projects. Students will find all they need to know about locating, accessing, preparing and analysing secondary data, along with step-by-step instructions for using IBM SPSS statistics.

Using case studies and video animations to illustrate each step of the research process, this book provides the quantitative analysis skills needed to pass exams, complete a research project and compete in the job market. Exercises throughout the book and on the book’s companion website provide opportunities to practice, check understanding and work hands-on with real data as students learn.

What can readers expect from this book?
It takes them from a standing start to becoming competent and effective users of the many thousands of useful datasets available at data archives or on the websites of the UN, Eurostat, OECD, World Bank, government statistical agencies and NGOs.

What are the key things you're hoping students will learn from the book?
That working with real data is by far the most interesting and effective way to learn about data analysis. That it is much easier than they might expect, and that there is a mountain of data out there on every conceivable subject waiting to be explored.

What top tip would you give to those new to data analysis?
Never forget where the data has come from and how it has been produced. We tend to take for granted that we have millions of ‘facts’ about society at our disposal, but every one of them depends on someone somewhere measuring something. That is never a simple process.

What's been the proudest moment of your career to date?
The launch of the UK Q-Step programme: a fantastic initiative by the Nuffield Foundation, Economic and Social Research Council and Higher Education Funding Council.
Using Microsoft Excel 2016
Fourth Edition
Neil J Salkind
University of Kansas

Presented in a clear and accessible way, Salkind provides readers with exactly what they need to have a basic understanding of the fundamental ideas and the most commonly used techniques to help them understand and organize data. Through the use of Excel, readers will learn how to understand the world of statistics by the use of an easy-to-use and powerful tool.

This Fourth Edition uses Windows 10 and Office 2016 and includes all of the necessary screenshots for Windows and Excel to help readers use Excel. A new chapter is introduced on Data Mining, plus a new feature on Real-World Stats can be found at the end of each chapter.

CONTENTS

April 2016 • 552 pages
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Using IBM® SPSS® Statistics
An Interactive Hands-On Approach
Second Edition
James O Aldrich and James B Cunningham
both at California State University, Northridge

The text is clearly written, concise, [and] well-organized, and I very much appreciated its interactive approach. The screenshots of SPSS utilized throughout make it especially user-friendly for students

-Sally Dear-Healey, SUNY Cortland

August 2015 • 472 pages
Paper (9781506331720) • £24.99

Using IBM® SPSS® Statistics for Research Methods and Social Science Statistics
Sixth Edition
William E Wagner, Ill
California State University, Channel Islands

This text shows readers how to use images and directions drawn from SPSS Version 23.0 and now uses the latest version of the General Social Survey as a secondary data set.

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EXCEL STATISTICS
A Quick Guide
Third Edition
Neil J Salkind
University of Kansas

The plentiful example data and exercises (with answers) are really useful for enabling students to confidently enact each of the methods

-Jamal Lahmar, University of Sheffield

August 2015 • 168 pages
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USING R WITH MULTIVARIATE STATISTICS
Randall E Schumacker
University of Alabama

The use of the programming language R in a meaningful way is a great strength of this book, as is the associated emphasis on matrix algebra. Also, the addition of brief biographies of key statisticians makes this book more interesting. Finally, the range and scope of techniques that are presented is impressive

-David E Drew, Claremont Graduate University

August 2015 • 408 pages
Paper (9781483377964) • £28.99

USING IBM® SPSS® Statistics
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-David E Drew, Claremont Graduate University

August 2015 • 408 pages
Paper (9781483377964) • £28.99
THE DATA ANALYSIS PROCESS USING R

Marco Lehmann University Medical Center Hamburg-Eppendorf and Michael Grossbach Institut für Musikphysiologie und Musiker-Medizin

A great way to refresh statistical skills and to become familiar with the technical requirements of R, this title is a good starting point for anyone looking to complete their own research project using the software.

The book explores the whole data analysis process starting with issues surrounding design and then discussing how to collect, manage and analyze data. It ends with practical advice on dissemination. A clear, no-nonsense title, it provides the practical tools needed for using R within the context of actually conducting research for assessment and publication.

Key features include:
- a focus on data preparation
- discussion of both descriptive and inferential statistics
- advice on producing effective tables and graphs
- specially created data sets.

CONTENTS

APPLIED STATISTICS FOR THE SOCIAL SCIENCES USING STATA

Tor Georg Jakobsen Trondheim Business School and Mehmet Mehmetoglu Norwegian University of Science and Technology

Clear, intuitive and written with the student in mind, this book represents the ideal combination of statistical theory and practice. It focuses on the questions which can be answered using statistics and addresses common themes and problems in a straightforward, easy-to-follow manner. The book carefully combines the conceptual aspects of statistics with detailed technical advice providing both the ‘why’ of statistics and the ‘how’.

As well as encouraging students to see the impact of theory whilst simultaneously learning how to manipulate software to meet their needs, this book also provides:
- original case studies and data sets
- practical guidance on how to run and test models in Stata
- downloadable Stata programmes created to work alongside chapters
- a wide range of detailed applications using Stata
- step-by-step notes on writing the relevant code.

CONTENTS
Research and Statistics / Introduction to Stata / Simple Linear Regression Analysis / Multiple Linear Regression Analysis / Linear Regression with Dummy Variables / Statistical Interaction/Moderation / Linear Regression Assumptions and Diagnostics / Logistic Regression Analysis / Multilevel Modelling / Panel Data Analysis / Exploratory Factor Analysis / Structural Equation Modelling / Critical Issues

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sagepub.co.uk/research-methods-statistics-evaluation
Andy Kirk provides the tools to make your data visualisation well-rounded, crisp and robust... but never dry

To help readers design communication tools as delectable as this, Andy set himself four key objectives when writing **Data Visualisation**:

- **Challenge**: encourage readers to recognise that their current thinking about visualisation may need to be reconsidered, and to consider the diverse decisions involved in the process

- **Enlighten**: increase awareness of the possibilities in data visualisation, and broaden readers’ visual vocabulary

- **Equip**: give readers tactics for managing the myriad options that exist, and make the challenge seem far less overwhelming

- **Inspire**: motivate readers to step further inside towards putting everything learnt into practice
**EFFECTIVE DATA VISUALIZATION**
The Right Chart for the Right Data

**Stephanie D H Evergreen** Evergreen Data and Evaluation, LLC

An easy-to-implement guide that readers can use to quickly determine the best chart type to use, and the best way to format the chart to make their research more useful, this book includes familiar and new graph types, all of which can be made easily, primarily in Excel.

July 2016 • 320 pages
Paper (9781506303055) • £24.99

**CONDUCTING QUALITATIVE RESEARCH OF LEARNING IN ONLINE SPACES**

**Hannah R Gerber** Sam Houston State University, **Sandra Schamroth Abrams** St John’s University, **Jen Scott Curwood** University of Sydney and **Alecia Marie Magnifico** University of New Hampshire

Providing a resource for designing and conducting qualitative research to understand learning and learning engagement in online settings, this book reflects recent attention in both the press and peer-reviewed research on learning through online engagement, whether formally through online classes and MOOCs or informally within game environments and popular culture discussion boards.

June 2016 • 248 pages
Paper (9781483333847) • £30.99

**TEXT MINING**
A Guidebook for the Social Sciences

**Gabe Ignatow** University of North Texas and **Rada Mihalcea** University of Michigan

Providing strategic and practical guidance on mining textual data gathered from social media sites, the authors critically survey the fast-changing ‘big data’ landscape and present a roadmap for researchers that will shorten the time from concept to publication and improve scholarly impact.

July 2016 • 232 pages
Paper (9781483369341) • £31.99

**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.

November 2016 • 176 pages
Paper (9781452270999) • £22.99

**THE SAGE HANDBOOK OF ONLINE RESEARCH METHODS**
Second Edition

Edited by **Nigel G Fielding** University of Surrey, **Raymond M Lee** Royal Holloway, University of London and **Grant Blank** University of Oxford

Online research methods are popular, dynamic and fast-changing. Following on from the great success of the first edition, this handbook offers both updates of existing subject areas and new chapters covering more recent developments, such as social media, big data, data visualization and CAQDAS.

Bringing together the leading names in both qualitative and quantitative online research, this new edition is an essential resource for anyone interested in the contemporary practice of computer-mediated research and scholarship.

September 2016 • 672 pages
Cloth (9781473918788) • £110.00

**THE SAGE HANDBOOK OF SOCIAL MEDIA RESEARCH METHODS**

Edited by **Luke Sloan** Cardiff University and **Anabel Quan-Haase** Western University

This is the first book to cover not only the entire research process in social media research from question formulation to the interpretation of research findings, but also to include specific chapters and examples on how data collection and analysis takes place on specific social media platforms such as Twitter and Instagram.

The handbook provides a step-by-step guide to overcoming the challenges inherent in the nature of research projects that deal with ‘big and broad data’. The handbook will be the single most comprehensive resource for any scholar or graduate student embarking on a social media project.

November 2016 • 704 pages
Cloth (9781473916326) • £110.00
**THE SAGE HANDBOOK OF E-LEARNING RESEARCH**

**Second Edition**

Edited by Caroline Haythornthwaite University of Illinois at Urbana-Champaign, Richard N Andrews Institute of Education, University of London, Jude Fransman The Open University and Eric M Meyers University of British Colombia

The new edition of The SAGE Handbook of E-Learning Research retains the original effort of the first edition by focusing on research while capturing the leading edge of e-learning development and practice. Chapters focus on areas of development in e-learning technology, theory, practice, pedagogy and method of analysis.

Covering the full extent of e-learning can be a challenge as developments and new features appear daily. The editors of this book meet this challenge by including contributions from leading researchers in areas that have gained a sufficient critical mass to provide reliable results and practices.

**CONTENTS**

- Part I: Theory / Part II: Literacy & Learning / Part III: Methods & Perspectives / Part IV: Pedagogy & Practice / Part V: Beyond the Classroom / Part VI: Futures

May 2016 • 544 pages

Cloth (9781473902374) • £110.00

**DIGITAL ETHNOGRAPHY**

**Principles and Practice**

Sarah Pink, Heather Horst, John Postill, Larissa Hjorth, Tania Lewis and Jo Tacchi all at RMIT University

This book brings together a hugely stimulating set of examples to inspire ethnographers working in contemporary media-saturated worlds. The pioneering authorial team use their wealth of material to great effect in outlining strategies ethnographers can use to develop theoretically rich insights into the digital world.

- Christine Hine, Department of Sociology, University of Surrey

This sharp, innovative book champions the rising significance of ethnographic research on the use of digital resources around the world. It contextualizes digital and pre-digital ethnographic research and demonstrates how the methodological, practical and theoretical dimensions are increasingly intertwined.

The authoritative team of authors clearly sets out how to research localities, objects and events as well as providing insights into exploring individuals’ or communities’ lived experiences, practices and relationships.

**CONTENTS**


October 2015 • 264 pages

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Paper (9781473902381) • £28.99

**AN INTRODUCTION TO EVALUATION**

Chris Fox, Robert Grimm both at Manchester Metropolitan University and Rute Caldeira Head of Monitoring, Evaluation & Learning at Transparency International

Both practical and theoretical in approach, this book is the perfect companion for any student undertaking their own, or appraising existing, evaluations. It describes broad evaluation frameworks, specific methods that can be used, and offers practical advice for planning and implementing evaluations while also instilling an ability to assess evaluation evidence critically and consider the ways in which this evidence could influence policy and practice.

Covering broad policy areas such as welfare, education, youth policy, criminal justice, substance misuse, and health and social care, each chapter contains applied knowledge and philosophical underpinnings as well as examples from published evaluations in different sectors.

**CONTENTS**


October 2016 • 264 pages

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Paper (9781473902879) • £28.99

**EVALUATING RESEARCH**

Methodology for People Who Need to Read Research

Second Edition

Francis C Dane Jefferson College of Health Sciences

Rather than showing readers how to do research, this book focuses on ensuring that they can understand and interpret research articles and know how to evaluate what was done in the research.

November 2016 • 264 pages

Paper (9781483373348) • £45.99

**EVALUATION IN THE EXTREME**

Research, Impact and Politics in Violently Divided Societies

Edited by Kenneth Bush University of York and Colleen Duggan International Development Research Centre, Ottawa

Featuring case studies written by those on the front lines of applied research, this book explores the challenges of identifying and evaluating the positive and negative impacts of research in a broad range of conflict-affected societies driven by armed conflict, political depredation and social violence.

October 2015 • 348 pages

Cloth (9789351503941) • £38.00
DEALING WITH COMPLEXITY IN DEVELOPMENT EVALUATION
A Practical Approach
Edited by Michael Bamberger Independent Consultant, Jos Vaessen Maastricht University and Estelle Raimondo George Washington University

This is the “nuts and bolts” book that evaluation practitioners have been waiting for... A lucid and comprehensive treatment of the evaluation state of the art, it is a must-have text
- Robert Picciotto, Visiting Professor, Department of Political Economy, King's College and former Director-General of the Independent Evaluation Group of the World Bank

January 2016 • 480 pages
Paper (9781483344249) • £38.99

QUANTIFYING THE QUALITATIVE
Information Theory for Comparative Case Analysis
Katya Drozdoa Seattle Pacific University and Kurt Taylor Gaubatz Old Dominion University, Norfolk

Laying out a systematic approach to comparative case analysis based on fundamental insights of information theory, this book helps readers learn more from the information they have and exercise better judgment under conditions of uncertainty.

March 2016 • 192 pages
Paper (9781483392479) • £29.99

DESIGNING AND CONDUCTING MIXED METHODS RESEARCH
Third Edition
John W Creswell University of Nebraska, Lincoln and Vicki L Plano Clark University of Cincinnati

The book combines accessible guidance about principles of good instructional design and delivery with very practical exercises and examples. Novice and experienced M & E trainers could all learn from it
- Patricia Rogers, Professor of Public Sector Evaluation, RMIT University, and Director, BetterEvaluation

October 2016 • 512 pages
Paper (9781483344379) • £38.99

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SOCIAL NETWORK ANALYSIS FOR EGO-NETS

Nick Crossley, Elisa Bellotti, Gemma Edwards, Martin G Everett, Johan Koskinen and Mark Tranmer all at University of Manchester

Takes students and researchers through each stage of ego-net research, from conception, through research design and data gathering to analysis. It grounds the reader in the basics, but also covers new statistical approaches and also the most recent thinking on mixing methods.

July 2015 • 208 pages
Cloth (9781446267769) • £75.00
Paper (9781446267776) • £24.99

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- Kandy Woodfield, Head of Social Sciences, Higher Education Academy

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Robert V Kozinets York University

A wonderfully comprehensive guide to researching online socialities. These socialities are real and interaction in them is, in its own way, powerfully face to face. We need far more high-quality research in this area, and Netnography can help guide scholars to make this a reality.

June 2015 • 320 pages
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WEB SURVEY METHODOLOGY

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

No stone is left unturned - the authors address every essential topic and do so with a remarkable command of the big picture and the subtleties involved. Readers will walk away with a clear understanding of the many challenges inherent in conducting online studies and with an appropriate sense of optimism about the promise of the methodology.

- Jon Krosnick, Frederic O Glover Professor in Humanities and Social Sciences, Stanford University

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May 2015 • 344 pages
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Raymond A Kent University of Stirling

This compelling textbook provides a clear view of a broad range of possibilities for quantitative data, complementing the statistical toolbox with configurational methods. A must-read for students aiming to get more out of data and move beyond “push-button analysis”.

- Benoît Rihoux, University of Louvain

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QUALITATIVE RESEARCH

Fourth Edition
Edited by David Silverman Professor Emeritus, Goldsmiths, University of London

A who’s who of methodologists, this book introduces students to the big picture of qualitative research, teaching both the ‘why’ and the ‘how to’ of getting started, selecting a method and conducting research and data analysis. With practical tips, summaries, exercises and suggestions for further reading, each chapter is like a masterclass from a leading scholar in qualitative research.

New to the Fourth Edition:
• a streamlined structure to guide readers step by step through the research process
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• a new chapter on reflexive ethnography
• more hands-on advice on how to conduct research at every stage, making this a perfect field handbook
• updated reading lists that provide a go-to guide to the literature and help improve citations.

The most comprehensive qualitative research book available, this is the perfect all-in-one companion for any student embarking on a qualitative research course or project.
THE HOW TO OF QUALITATIVE RESEARCH

Janice Aurini University of Waterloo, Melanie Heath McMaster University and Stephanie Howells University of Guelph

Focused on showing researchers how to design a high-quality project and use data collection instruments, this book offers a step-by-step approach to the ‘what’, ‘why’ and ‘how’ of qualitative research. With clear instructions for developing a research design and complementary research tools, this book is not about describing or theorizing qualitative methods, but how researchers actually create and execute these methods. Helping students conquer the practical issues many novice researchers face, the book provides them with the tools they need to answer critical questions such as:

• what are some ways to sample potential participants?
• how do I construct an interview schedule?
• should I be thinking of a single case study or a comparative study?
• what and how should I record in the field?
• what other sources of data should I consider?

CONTENTS

May 2016 • 248 pages
Cloth (9781446267080) • £85.00
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60 SECONDS WITH THE AUTHORS

What can readers expect from this book?
The How To of Qualitative Research offers a step-by-step approach to the “what”, “why” and “how” of qualitative research. The book includes clear step-by-step instructions for developing a research design and complementary research tools (e.g., interview schedule). We identify the practical issues that many budding qualitative researchers face and provide a number of useful pedagogical features including templates for organizing and collecting data (e.g., demographic survey).

What are the key things you're hoping students will learn from the book?
This book will show researchers how to design a high quality project and utilize data collection instruments. The goal of this book is to provide researchers with the practical tools they will need to answer critical questions such as “what are some ways to sample potential participants?”; “how do I construct an interview schedule?”; “should I be thinking of a single case study or a comparative study?”; “what and how should I record in the field?”; “how do I manage participants in a focus group?”; and “what other sources of data should I consider?”.

What's been the proudest moment of your career to date?
We have had the good fortune to engage in qualitative research that addresses important social issues. Janice Aurini’s research on summer setback has directly informed public policy, and now almost every school board offers high quality literacy and numeracy summer programs for Ontario’s most vulnerable children. The monograph of Melanie Heath’s ethnographic research - One Marriage Under God - uncovers the on-the-ground social consequences of efforts to promote marriage as a cure for poverty. Stephanie Howells has collected extensive qualitative data to examine a variety of topics including school bullying and school shootings.

What top tip would you give to those new to Qualitative Research?
Janice: Trustworthy and credible qualitative research does not happen by accident or luck, it happens through good research design.
Melanie: Designing a quality qualitative research project is part craft and lots of elbow grease. The best projects combine hard work and innovation.
Steph: There are often setbacks, from time constraints to participants not coming to interviews to tape recorders breaking. Don’t panic, and don’t let it get you down; it is all part of the research process and it helps to make us stronger, more prepared researchers.
Philosophy Bites podcast (subscribed to via iTunes). Social Science Bites was inspired by the popular podcasts, which can be freely accessed at socialsciencespace.com.

The interviews for this book are based on the Social Science Bites series of social scientists including Steven Pinker, Ann Oakley, Lawrence Sherman, these and more of our society’s burning questions to 18 of the world’s leading Explosion, and political judgements. Why is the gap between rich and poor getting bigger? How do we decide which criminal policies are effective? What is the Population Challenge for the 21st Century? What is social science?

In Big Ideas in Social Science, David Edmonds and Nigel Warburton put these and more of our society’s burning questions to 18 of the world’s leading social scientists including Steven Pinker, Ann Oakley, Lawrence Sherman, Kate Pickett, Robert J Shiller and Doreen Massey.

The interviews for this book are based on the Social Science Bites series of podcasts, which can be freely accessed at socialsciencespace.com, and subscribed to via iTunes. Social Science Bites was inspired by the popular Philosophy Bites podcast (philosophybites.com), which was founded by David and Nigel in 2007 and has so far had 26 million downloads.

EXAGGERATED CLAIMS
The ESRC, 50 Years On
David Walker Head of Policy, Academy of Social Sciences
What is the role of the state in distributing research money? How do ‘arm’s-length’ funding agencies relate to public policy and business? This original study looks at the main social science funding agency in the UK, which was established 50 years ago. It examines how funding decisions are related to power. Walker asks the tricky question, why has social science research not achieved a more salient role in state policy formation and management strategy: is the funding agency responsible?

Insightful, engaging and highly original, the book will be required reading for anyone who has written or will write a social science research bid and, more widely, for students of power, knowledge and culture.
**KEY PHILOSOPHICAL CONCEPTS IN SOCIAL RESEARCH**

Malcolm Williams  *University of Cardiff*

This book is an ideal introduction for any student or social researcher hoping to better understand the philosophical issues that inform social research. Williams is the perfect guide providing short, focused introductions to key concepts alongside a persuasive and engaging overview of how we interpret and conduct research. The book covers everything from core research methods, to ethical concerns and an exploration of the metaphysics of social life.

Each entry provides:
- clear definitions
- engaging real world examples
- up-to-date suggestions for further reading
- informative cross-referencing
- lists of key thinkers.

Relevant, authoritative and witty, this book is an indispensable introduction to the philosophy of social research.

September 2016 • 288 pages
Cloth (9780857027412) • £65.00
Paper (9780857027429) • £20.99

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**QUALITATIVE SOCIAL RESEARCH**

*Contemporary Methods for the Digital Age*

Vivienne Waller, Karen Farquharson and Deborah Dempsey all at Swinburne University of Technology

A comprehensive and practical overview of qualitative research methodologies... I have no hesitation in recommending it as essential reading for students

- *Jenny van Hooff, Senior Lecturer, Department of Sociology, Manchester Metropolitan University*

Employing an accessible approach to present the multiple ways in which criticism enhances research practice, this book is packed full of relevant, real-world examples, showcasing the strengths and pitfalls of each research method. It integrates the philosophical groundings of qualitative research with thoughtful overviews of a range of commonly used methods.

The book explains what makes qualitative sociological research practical, useful and ethical and 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 / Interviewing / Focus Groups and Group Interviews / Observing People / Observing Things / Observing Texts / Narrative Inquiry / Making Sense: Data Management, Analysis and Reporting / Combining Approaches

November 2015 • 208 pages
Cloth (9781446258835) • £75.00
Paper (9781473913554) • £26.99

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**QUALITATIVE RESEARCH**

*Bridging the Conceptual, Theoretical, and Methodological*

Sharon M Ravitch and Nicole Mittenfelner Carl both at University of Pennsylvania

The chapters are accessible and easy to read. They are also applicable and will better help guide students in how best to provide and support their work with theory and literature while presenting useful information on methodology and how to conduct and analyze qualitative research

- *Lydia Kyei-Blankson, Illinois State University*

**NEW EDITION!**

**COMPLETING YOUR QUALITATIVE DISSERTATION**

*A Road Map From Beginning to End*

Third Edition

Linda Dale Bloomberg and Marie Volpe both at Teachers College, Columbia University

I applaud the author for taking on the challenge of describing the conceptual/theoretical model. This piece of information alone will meaningfully improve doctoral students’ ability to progress forward with writing their dissertations

- *Antonio C Cuyler, Florida State University*

Addressing one of the key challenges facing doctoral students, this book offers comprehensive guidance and practical tools for navigating each step in the qualitative dissertation journey, including the planning, research and writing phases. Blending the conceptual, theoretical and practical, the book becomes a dissertation in action - a logical and cohesive explanation and illustration of content and process.

The **Third Edition** maintains key features that distinguish its unique approach and has been thoroughly updated and expanded throughout to reflect and address recent developments in the field.

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Applications with Qualitative and Quantitative Data
Judith A Holton Mount Allison University and Isabelle Walsh NEOMA Business School
Presenting classic grounded theory, from its historical origins to step-by-step guidance on how to carry out a research project using the original Glaser and Strauss approach, this book offers a guide to the principles and procedures for doing a research study using the ‘full package’ of classic grounded theory methodology.
May 2016 • 240 pages Paper (9781483372549) • £28.99

COMPUTER BASED QUALITATIVE RESEARCH
Approaches for Education and the Social Sciences
Laura Ruth Johnson Northern Illinois University
This book provides an introduction to community-based research/ethnography and other applied approaches to conducting qualitative research within community settings, and offers both a background in related theory and research, as well as hands-on activities and step-by-step guidelines.
June 2016 • 240 pages Paper (9781483351681) • £34.99

AUTOETHNOGRAPHY
Process, Product and Possibility for Critical Social Research
Sherick Hughes University of North Carolina at Chapel Hill and Julie Pennington University of Nevada at Reno
Describing how autoethnographers go about collecting, analyzing and reporting data, this book provides an historical and theoretical background, followed by methods chapters, that guides students through the process.
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THE CONTENT ANALYSIS GUIDEBOOK
Second Edition
Kimberly A Neuendorf Cleveland State University
This thoroughly updated Second Edition comprises step-by-step instructions and practical advice, unravelling the complicated aspects of content analysis.
The guidebook provides readers with:
• a range of examples from across the social sciences, for true interdisciplinary breadth
• numerous sidebars that describe innovative and wide-ranging content analysis projects (from both academia and commercial research), providing readers with pedagogical tools in an easy-to-understand format.
CONTENTS
Defining Content Analysis / An Integrative Approach to Content Analysis / Message Units and Sampling / Variables and Predictions / Reliability / Content Analysis in the Interactive Media Age / Results and Reporting / Contexts / Resource 1: CATA - Computer Aided Text Analysis Options / The Content Analysis Guidebook Online (CAGO)
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AN INTRODUCTION TO QUALITATIVE RESEARCH
Learning in the Field
Fourth Edition
Gretchen B Rossman and Sharon F Rallis both at University of Massachusetts Amherst
This book leads the new researcher into the field by explaining the core concepts through theory, research and applied examples. This Fourth Edition now provides boxes that include real-world examples; new content on using social media, blogs, and doing research online; and more international examples.
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ANALYZING QUALITATIVE DATA
Systematic Approaches
Second Edition
H Russell Bernard University of Florida and Gery W Ryan RAND Corporation
Pairing each data collection technique with the appropriate analytic method, this book provides readers with information on doing qualitative collection and analysis, and guides them on selecting among the complete variety of qualitative techniques.
July 2016 • 480 pages Paper (9781483344386) • £45.99
COVERT RESEARCH
The Art, Politics and Ethics

David Calvey
Manchester Metropolitan University

There is a both a fear and fascination with undercover research in the social sciences. It is an emotive and controversial field which is equated with deception and transgression in an era of increasing ethical regimentation. This book explores the roots of covert research, including the classic exemplars, as well as examining its contemporary dispersed place in the social sciences. Recent developments and links to auto-ethnography, cyber-lurking and investigative journalism are explored.

David Calvey uses a diverse variety of case study materials, including his work on bouncers in the night-time economy. He argues that covert research has a creative and robust tradition and role in the social community rather than a maligned and submerged one, and that covert research needs to be rehabilitated and appropriately used. Covert research should ultimately become part of the critical imagination and methodological toolkit for social science students.

CONTENTS

June 2016 • 240 pages
Cloth (9781849203838) • £75.00
Paper (9781849203845) • £24.99

DOING FIELDWORK

Christopher Pole
Nottingham Trent University and Sam Hillyard
Durham University

This is a book about doing research. Not research in general, but a specific kind of research which is as much about the role of the researcher as it is about the focus of the research. The intention is to provide an open and frank account of what it is like to do research: where you, the researcher, are the reason why it will succeed or fail; where you are the main influence on what the research will discover and; how it will be received and evaluated by those who read or use its findings. This book is about research that is based on fieldwork.

Fieldwork is about getting out there, wherever there is, and becoming part of what is going on. Christopher Pole and Sam Hillyard explore what doing fieldwork entails and what kinds of knowledge and understanding it can lead to. They talk about the excitement of research, the challenges and frustrations, the rewards, the tedium and the sheer hard slog that all research projects involve in different proportions, at one time or another. This is not ‘how to do it’, but more ‘how it has been done and what it’s actually like to do it’. It will be an illuminating read for students undertaking dissertations and research projects across the social sciences.

CONTENTS
What is Fieldwork? / Finding the Field / Field Relations / Tools For the Field / Fieldwork: Values and Ethics / When It’s Time to Go / Analysis

December 2015 • 184 pages
Cloth (9780761959632) • £75.00
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SENSORY METHODS
A Guide for Qualitative Researchers

Jen Tarr
London School of Economics

Bringing together the author’s own research and existing work in visual methods, sensory ethnography, sensory design, digital sociology and multimodal analysis, this book outlines how sensory methods add to, adapt and rework more traditional methods of qualitative research, like interviewing, participant observation and designing research questions. Emphasizing practical research strategies, this interdisciplinary book shows how sensory methods can be translated into projects in sociology, anthropology, geography, media studies and social psychology. While Part One covers how to develop sensory methodologies, Part Two discusses in depth how to use each type of sensory method.

For both novice and experienced researchers, this book provides an ideal introduction to the field of sensory methods in qualitative social research.

CONTENTS
What Are Sensory Methods? / Designing Sensory Research / Adapting the Qualitative Toolkit / Analysing Sensory Data / Ethical Issues in Sensory Research / Presenting Sensory Research / Using Pictures / Using Sound / Using Movement and Touch / Using Video and Film / Using Scent and Flavour / Conclusion: For Sensory Methods

October 2016 • 224 pages
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PARTICIPATORY RESEARCH
Why and How to Involve People in Research?

Dirk Schubotz
Queen’s University Belfast

Providing readers with a general introduction, this book examines traditional participatory methods and follows the discussion through to the research methods that have recently evolved. The areas covered include Participatory Observation; Group Discussion Methods; Action Research; Research Involving Lay Researchers; Survey Methods and Online and Visual Research Methods.

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UNDERSTANDING GLOBAL DEVELOPMENT: REFLECTIONS ON FIELDWORK EXPERIENCES
Fieldwork Issues, Experiences and Reflections
Edited by Gordon Crawford, Lena Kruckenberg, Nicholas Loubere all at University of Leeds and Rosemary Morgan University of Edinburgh

This book provides engaging perspectives on the varied role of a researcher in the field. Both intergenerational and international in scope, the theories and concepts presented contextualize key aspects of developmental fieldwork and introduce the often hidden practicalities of actually being in the field.

After setting the stage with basic information, common challenges and potential mistakes surrounding a specific aspect of the researcher’s role, each chapter focuses on the practical applications and real-world examples of these elements of field research. Transcribed interviews with established authorities and personal field notes written by emerging researchers then showcase not only concrete examples of what happens during fieldwork, but also offer focused and relevant advice that gives genuine insight into what to expect and how to solve common dilemmas, like researching elites or working with vulnerable groups.

CONTENTS

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THE POLITICS OF FEAR
What Right-Wing Populist Discourses Mean
Ruth Wodak University of Lancaster

Populist right-wing politics is moving centre-stage, with some parties reaching the very top of the electoral ladder: but do we know why, and why now?

In this book, Ruth Wodak traces the trajectories of such parties from the margins of the political landscape to its centre, to understand and explain how they are transforming from fringe voices to persuasive political actors who set the agenda and frame media debates. Laying bare the normalization of nationalistic, xenophobic, racist and anti-Semitic rhetoric, she builds a new framework for this ‘politics of fear’ that is entrenching new social divides of nation, gender and body.

The result reveals the micro-politics of right-wing populism: how discourses, genres, images and texts are performed and manipulated in both formal and everyday contexts with profound consequences. This book is a must-read for scholars and students of linguistics, media and politics wishing to understand these dynamics that are re-shaping our political space.

CONTENTS

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Cloth (9781446246993) • £70.00
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ANALYSING TEXT AND DISCOURSE IN THE SOCIAL SCIENCES
Göran Bergström and Kristina Boréus both at Stockholm University

A unique anthology of the key methodological approaches to text and discourse analysis, this book helps all social science students compare and contrast the methodologies and determine the one most appropriate for their own works.

Every chapter not only contains the basic information and general approach to each methodology, but also discusses its advantages and disadvantages, problems with ontology and language, and the relationship to studying social phenomenon. Each chapter also includes a step-by-step demonstration of how the method works through real-world examples from existing studies and contemporary research. To ensure students internalize the ‘who-what-when-where-and-why’ of each approach, the chapters conclude with provocative summaries, exercises and suggested further readings.

CONTENTS
Text and Discourse Analysis in the Social Sciences / Content Analysis / Argumentation Analysis / Analysis of Ideas and Ideology / Conceptual History / Narrative Analysis / Linguistic Text Analysis / Multimodal Discourse Analysis / Discourse Analysis

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A GUIDE TO QUALITATIVE FIELD RESEARCH
Third Edition
Carol A Bailey Virginia Tech

Using examples from both classic ethnographies and current research, this book thoroughly explains the entire research process. The Third Edition includes: more on researching online and using social media; more visual material including tables, figures and photographs; and links to research articles from SAGE Journals on its companion website.
ANALYZING TALK IN THE SOCIAL SCIENCES

Narrative, Conversation and Discourse Strategies

Katherine Bischoping and Amber Gazso both at York University

An absolute treat. Its engaging style, its comprehensive content, its clear logic, its brilliant use of examples and, above all, its enormous value to qualitative researchers of all stripes add up to me wishing it had been available years ago!

- Jo Brewis, School of Management, University of Leicester

Helping readers choose strategies for qualitative analysis that best suit their research, this book walks readers through key decisions, provides actionable game plans and highlights the advantages and challenges of the main approaches. It is packed full of real examples designed to showcase the different tools that might be used to meet research objectives.

CONTENTS


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Cloth (9781446272480) • £75.00
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FILM AS A RESEARCH METHOD

A Practice-based Guide

Jessica Jacobs Queen Mary, University of London

This applied text provides students and researchers with a practical, step-by-step guide to using film to produce research. Each chapter uses case studies to provide practical advice and recommendations, including advice from film professionals. In two sections on method and on output, this guide explains film as a visual methodology, covering:

• technologies of film - equipment and software
• constructing the sound and the image
• filming - using your camera in the field
• editing - from the first cut to post-production
• impact and the audience.

This highly informative resource provides anyone with a smartphone in their pocket with the tools to use film in their research. From the qualitative issues of film as a method to the practical issues of film as an output, this is the social science researcher’s A-Z.

CONTENTS

Section I: The Method / Film as a Visual Research Method / Technologies of Film / Filming (Workflow I) / Editing (Workflow II) / Section II: Film as Publication / Editing to Out (Workflow III) / Impact and the Audience / Conclusion – Text and the Film

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RESEARCH METHODOLOGY
A Step-by-Step Guide for Beginners
Fourth Edition
Ranjit Kumar
University of Western Australia
This Fourth Edition continues to make the research project process a manageable feat for those new to research, and will be instrumental in helping students learn how to apply research methodology to their own work.

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A Guide for Students in Education and Applied Social Sciences
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Gary Thomas
University of Birmingham
Packed full of relevant advice and real-world examples, this book guides students through the complete research process.

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Fifth Edition
Uwe Flick Free University Berlin
Organized around the process of doing qualitative research, the Fifth Edition of the bestseller guides you through ethics, research design, data collection and data analysis.

2014 • 616 pages
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DOING RESEARCH IN THE REAL WORLD
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.

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A Step-by-Step Guide for Students
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Diana Ridley Sheffield University

The Literature Review is a clearly written and easily accessible self-guided introduction packed with detailed examples. It’s especially useful for budding researchers unfamiliar with crafting literature reviews that support strong theory development and empirical testing

- Michael R Hyman, Distinguished Achievement Professor, New Mexico State University

The complete guide to doing a literature search and review also contains a wealth of features to calm students overwhelmed at the prospect of doing their dissertation or thesis.

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A Student’s Guide

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Eric Jensen University of Warwick
and Charles Laurie Director of Research, Verisk Maplecroft

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W Alex Edmonds and Thomas D Kennedy both at Nova Southeastern University

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UNDERSTANDING THE SOCIAL WORLD
Research Methods for the 21st Century
Russell K Schutt
University of Massachusetts Boston

This book focuses squarely on the research requirements of a social world shaped by big data and social media, Instagram and avatars, blogs and tweets, and it confronts the research difficulties created by mobile phones, privacy concerns, linguistic diversity and multicultural neighbourhoods. The book is fast-paced and visually sleek, taking students across disciplinary and national boundaries and transcending past research issues by emphasizing mixed methods, concern for human subjects and application of results. Key features include:
• a full chapter on ethics as well as end-of-chapter sections to apply ethical considerations to the method under study
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CONTENTS

HOW TO DO RESEARCH
15 Labs for the Social & Behavioral Sciences
Jane F Gaultney and Hannah D Peach
both at University of North Carolina, Charlotte

Helping students make the leap from learning about research to doing research, this manual provides an easy-to-understand walk-through of the entire research process, from selecting a topic and conducting a literature review, through to presenting a paper or giving a presentation.

CORRUPT RESEARCH
The Case for Reconceptualizing Empirical Management and Social Science
Raymond Hubbard
Drake University

Addressing the immensely important topic of research credibility, Raymond Hubbard’s work proposes that we must treat such information with a healthy dose of scepticism.

TEACHING RESEARCH METHODS
A sourcebook of exercises, scenarios and role plays
Catherine Dawson
Self-Employed Researcher and Writer

A sourcebook of exercises, games, scenarios and role plays for research methods tutors, teachers and lecturers, this practical, user-friendly guide has been developed to complement and enhance existing course materials. It is full of activities that contain clear guidance about the purpose, level and type of activity, along with a range of discussion notes that signpost key issues and research insights. Important terms, related activities and further reading suggestions are included for each activity.

The book contains over 70 ready-to-use activities that provide a complete and valuable resource for educators, all of which are also available to be downloaded online. Innovative and engaging classroom practice is encouraged in six areas:
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• planning a research project
• conducting research
• using and analyzing data
• acting ethically
• developing deeper research skills.

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Conducting small-scale research in organizations
Zina O’Leary and Jennifer S Hunt both at University of Sydney

Helping readers to meet the challenges of doing small-scale applied, workplace-based research, this book sets out a step-by-step guide to planning, conducting and delivering top-quality projects. The book helps readers to adapt quickly to their new surroundings, providing a strong strategic skill set that will enable them to navigate the workplace and ensure that their research findings inform organizational decision-making. It tackles the challenge of conducting rigorous, credible research for and within organizations and provides tangible advice for those looking to complete their research in very short time frames and with limited resources.

Written by established academics, both of whom have significant experience coordinating industry/government placements and internships, this book helps readers to bridge the gap between academic expectations and the requirements of the organization.

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Judi Marshall University of Bath

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James V Spickard
University of Redlands

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Diana Ridley
University of Sheffield

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Sam Houston State University and Rebecca Frels
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• shows readers how to synthesize information thematically, rather than merely summarize the existing literature and findings
• brings culture into the process to help readers address bias and understand the role of knowledge interpretation
• teaches the CORE of the literature review - Critical thinking, Organization, Reflections and Evaluation - and provides a guide for reflexivity at the end of each of the seven steps
• visualizes the steps with roadmaps so readers can track progress and self-evaluate as they learn the steps.

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David E Gray University of Greenwich

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• encyclopedia entries
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Business School and Anne Kovalainen
Turku School of Economics

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Paul Brunt, Susan Horner and Natalie Semley all at Plymouth University

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By employing a step-by-step approach, the authors guide readers through the whole research process from start to finish, starting with the preparation of their research proposal, the research design, collection of quantitative and qualitative data, analysis of results, and finally their recommendations for the sector and for further academic research. Unlike other titles available, there is ample coverage of the Internet and the digital environment as a space to carry out research, making this textbook particularly contemporary in feel.

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Nick Midgley, Jacqueline Hayes both at Anna Freud Centre, University College London and Mick Cooper University of Roehampton

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John McLeod University of Abertay Dundee

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Emma Wincup University of Leeds

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Edited by Ioanna Palaiologou Canterbury Christchurch University, David Needham Nottingham Trent University and Trevor Male Institute of Education, University College London

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Concepts and Methodologies
Edited by Jon Swain

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USING RANDOMISED CONTROLLED TRIALS IN EDUCATION

Paul Connolly, Andy Biggart, Dr Sarah Miller, Liam O’Hare and Allen Thurston all at Queen’s University Belfast

The use of randomised controlled trials (RCTs), most commonly a medical sciences research tool, is a hotly debated topic in education. This book examines the controversial aspects of RCTs in education and sets out the potential and pitfalls of the method. Drawing on their own extensive experience of running RCTs, the authors provide a thorough, practical introduction to the use of RCTs in education. Using real data sets, chapters equip the reader with all of the key knowledge and skills required to design, run, analyze and report an RCT.

Essential reading for postgraduate and more experienced researchers, as well as teachers and educationalists seeking to increase their knowledge and understanding of the use of such methods in education.

CONTENTS
Introduction: Debunking the Myths about RCTs in Education / What RCTs Can and Cannot Tell Us / How to Use Logic Models to Understand Interventions and Identify Outcomes / How to Design and Run an RCT in Education / How to Analyse the Findings from a Simple RCT / How to Analyse the Findings from a Cluster RCT / How to Analyse the Findings from RCTs that Include Binary Outcome Variables / How to Report RCTs and Synthesise Evidence from Different Trials.

October 2015 • 656 pages
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Edited by Mary Hayden University of Bath, Jack Levy George Mason University and Jeff Thompson University of Bath

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Niwingchuan Xiao Ohio State University

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