What are research methods, and why are they important?

Research methods are systematic tools used to conduct research. They are the essential tools of the researchers’ craft, and increasingly represent core transferable skills for students entering the workplace, where the proven ability to understand statistics or read or conduct a survey are vital business attributes.

*SAGE Research Methods* is an excellent resource for researchers and faculty alike. No self-respecting library should be without it!

- *Dr. Paul Baines, Professor of Political Marketing, Cranfield University, UK*

If someone needs to know the breadth of the method and what else is related to it, the visualization [on the Methods Map] is right there. It makes exploring and understanding fun.

- *Marie Kennedy, Serials and Electronic Resources Librarian, Loyola Marymount University*

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- **Choice Outstanding Academic Title**
- **Magnum Opus Gold Award for Best Navigation**
- **Apex Award for “One-of-a-Kind” Electronic and Web Publication**
- **Highly recommended for libraries by Choice**
What does SAGE Research Methods do?

Student Research

• Essential supplementary support for course learning and for students working on dissertations and research projects
• Over 220,000 pages of content covering hundreds of methodological approaches help students at every step of their project
• Concise author videos answer basic questions like “How do I choose between different research methods?” and “What do you mean by the term ‘ethnography’?”

Faculty Research

• Offers critical support in learning new techniques and methods
• Provides crucial resources to help faculty write up their methodology for publication in the best research journals
• Provides in-depth understanding of advanced methods and includes online access to the complete Quantitative Applications in the Social Sciences (QASS) series, also known as “The Little Green Books,” as well as the Qualitative Research Methods Series (QRMS), or “The Little Blue Books”

Teaching Research Methods

• Perfect complement to coursework and traditional textbooks in research methods courses for Business, Communications, Criminology, Education, Health Sciences, Psychology, Political Science, Social Work and Sociology
• Sample assignments help students easily connect to concepts
• Aids faculty who oversee research papers and theses requiring original research

Librarians and Information Literacy

• Helps librarians teach information literacy, research skills, literature review and writing
• Includes authoritative descriptions of how to conduct research from beginning to end
SAGE Research Methods
Content and Features

Explore this innovative online resource created to help students and researchers across the social, behavioral, and health sciences to design research projects, understand methods or identify new methods, conduct research, and write up their findings.

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NEW IN 2017!

- 47 new titles from SAGE’s renowned Research Methods list and 7 new videos
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- New research tool: Project Planner offers a step-by-step guide to planning and designing a research project
- New research tool: Which Stats Test recommends the best method to apply to your research data
Learn from stories of real research

**SAGE Research Methods Cases** is a collection of more than 1,100 case studies showing the challenges and successes of doing research, written by the researchers themselves. They explain why the researchers chose the methods they did, how they overcame problems in their research and what they might have done differently with hindsight: the realities of research that are missing from journal articles and textbooks.

The cases:

- Are peer-reviewed
- Are indexed by method, level, or subject
- Include pedagogical tools such as learning objectives and discussions questions
- Can be used as a teaching tool to demonstrate a particular method, or as inspiration to students who are preparing for their own research project
- Cover dozens of research and statistical methods across the social sciences
Master data analysis with hands-on practice

*SAGE Research Methods Datasets* is a collection of sample datasets and instructional guides that give students a chance to learn data analysis by practicing themselves.

This bank of topical datasets are optimized for use by students just learning analytic methods. The decisions researchers make when analyzing data can seem like a black box for students—through practicing analysis using real data from *SAGE Research Methods Datasets*, students can see how analytic decisions are made, helping them to become confident researchers.

The ability to access both instructional materials and practice datasets from the same online platform will be a satisfying evolutionary step for undergraduates or advanced students seeking to learn about or master research methods...Highly recommended.

*Choice Magazine, May 2016*

**The datasets:**

- **Offer** hands-on practice on real data
- **Are indexed** by method and data type
- **Include** peer-reviewed instructional guides to illustrate how to perform the analysis
- **Cover both** quantitative and qualitative research, from a wide range of data sources
- **Are downloadable** in multiple file formats for use with common software packages

*Fully integrated on the SAGE Research Methods platform.*
Bringing research methods and statistics to life

**SAGE Research Methods Video** contains more than 480 videos, including tutorials, case study videos, expert interviews, and more, covering the entire research methods and statistics curriculum.

The videos can help to bring methods to life: instead of reading about how to conduct a focus group, students can watch one in action. Sometimes a concept is hard to grasp through text alone, but by hearing an expert explain it on film and seeing the research technique in action, it becomes clear.

Through these videos students can find extra help and support to guide them through every step of their research project.

**The videos:**

- Are 70% exclusive SAGE content
- Include a 15-hour course on introductory statistics
- Can be embedded into course management systems
- Have been developed in partnership with an esteemed international Editorial Advisory Board and SAGE’s best-selling authors and leading figures in the field
- Offer interviews and tutorials from experts such as Kathy Charmaz, Sara Delamont, David Silverman and Ian Shapiro, and short documentary films made in leading research centers, including NatCen, Ipsos Mori and the Pew Research Centre

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