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DOING DIGITAL METHODS
Richard Rogers University of Amsterdam

Teaching the concrete methods needed to use digital devices, search engines and social media platforms to study some of the most urgent social issues of our time, this is the essential guide to the state of the art in researching the natively digital. With explanation of context and techniques and a rich set of case studies, Richard Rogers teaches you how to:

• Build a URL list to discover internet censorship
• Transform Google into a research machine to detect source bias
• Make Twitter API outputs comprehensible and tell stories
• Research Instagram to locate ‘hashtag publics’
• Extract and fruitfully analyze Facebook posts, images and video
• And much, much more

Designed as a seamless, visual learning toolkit the text is complemented by a suite of video tutorials and online tools and a Digital Methods Manual (an abridged, interactive E-book) that provides step-by-step guidance, as created by the author and his research team.

CONTENTS

March 2019 • 328 pages
Cloth (9781526444714) • £90.00
Paper (9781526444721) • £31.99

60 SECONDS WITH RICHARD ROGERS...

What can readers look forward to in this book?
Doing Digital Methods provides a critical outlook for undertaking research with digital media. It begins with the study of the natively digital, or the data, objects, devices, engines and platforms written for and outputted by online media. The book puts forward concrete methods for working with and repurposing online devices, search engines and social media platforms. It puts these methods into practice through a series of step-by-step research protocols with online tools as well as exemplary case studies that use the tools.

What’s the main thing you hope readers/students will learn from your book?
The book puts forward a methodological imagination for approaching digital media as relatively novel objects of study with research affordances that may be productive. How do the outputs of engines and platforms lend themselves to social and cultural research?

What top tip would you give those new to digital methods?
It’s not that technical. Another starting point is that research is not methods-driven, but begins with interesting questions that are urgent or at least timely. Methods and tools come second. Moreover, software outputs such as maps and graphs are less the conclusion than part of the overall story-telling.

What are you working on next?
I’m working on developing critical analytics as alternatives to the vanity metrics widely used in social media. As more people move their work on social causes and issues to social media, we should be developing more critical metrics than ‘influencer’ and other such scores that primarily serve marketing.
STUDYING DIGITAL PUBLIC SPACES
Research Methods for the Social Sciences
Laura Robinson Santa Clara University and Gabe Ignatow University of North Texas

Studying Digital Public Spaces is a concise and accessible digital research methods textbook which examines digital methods vis-à-vis the digital public sphere and online political communities. The text focuses on methods that are accessible for undergraduate and graduate students who are interested in investigating online communities whose members discuss social and political issues.

October 2019 • 232 pages
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CONDUCTING ONLINE RESEARCH ON AMAZON MECHANICAL TURK AND BEYOND
Leib Litman Lander College and Jonathan Robinson Lander College; Queens College

Addressing three essential aspects for research, this text is a profile of Mechanical Turk systems and cultures, an advanced technical manual for how to use Mechanical Turk and an exploration of possible novel uses and advancements in the platform.

SAGE INNOVATIONS IN RESEARCH METHODS
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100 QUESTIONS (AND ANSWERS) ABOUT SURVEY RESEARCH
Erin Ruel Georgia State University

This book explains basic principles about survey research, such as what surveys are, which types are available and what is involved in producing high quality surveys. It introduces the most important topics in survey methodology designed to help users make the most of their survey projects.

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Cheryl N. Poth University of Alberta
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Leila C. Kahwati and Heather L. Kane both at RTI International
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Michael Bamberger Independent Consultant; Former World Bank Senior Sociologist, Linda Mabry Washington State University and Maliha Khan Independent Consultant
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Laura R. Peck, Abt Associates; Arizona State University

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Tamara M. Walser, University of North Carolina Wilmington and Michael S. Trevisan, Washington State University

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Uwe Flick Free University, Berlin

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- A host of focused reading exercises to help you explore the literature and build a bibliography
- Integrated online resources, enabling you to master the key concepts, discover real research and track your progress

User-friendly, authoritative and thoroughly up-to-date, An Introduction to Qualitative Research remains an indispensable text for students and researchers across the social sciences.

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NEW EDITION!

QUALITATIVE DATA ANALYSIS WITH ATLAS.TI

Third Edition

Susanne Friese Max-Planck Institute

Now fully updated for Version 8 and featuring instructions for both Mac and Windows users, this book is still the go-to source of support for getting to grips with qualitative data analysis using ATLAS.ti.

With over twenty years of experience using, developing and teaching ATLAS.ti, Susanne Friese is the perfect data analysis tour guide. Aware of common challenges and sticking points, she eases readers from readying and organizing data into coding and querying it, providing not only tips on how to prepare for analysis, but also the tools and technical know-how needed to observe, examine and discuss data. Placing quick software ‘skills training’ tutorials alongside different stages of the data analysis process, she gives readers the opportunity to integrate software training with their actual analysis.

Whether researchers are looking to use ATLAS.ti for the first time or just need a quick refresher on certain topics, this new edition offers friendly and thorough step-by-step guidance on using the software to support a research project.

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Matthew B. Miles, A. Michael Huberman and Johnny Saldana Arizona State University

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Qualitative Research

QUALITATIVE DATA ANALYSIS WITH NVIVO

Third Edition

Kristi Jackson, Inc., Colorado and Pat Bazeley, Western Sydney University

'I really do like the approach the authors have taken... they take you through a journey of the NVivo world from setting up your data base, to developing cases, to coding, the analysis and finally working collaborating with others - a truly lovely book.'

- Martin Christensen, School of Nursing, Queensland University of Technology

Engaging and accessible, this book offers students a complete guide to using NVivo for quantitative data analysis. Drawing on their wealth of expertise, the authors offer detailed, practical advice that relates to students' own experience and research projects.

Packed with real-world examples and case studies, the book supports students through every stage of qualitative data analysis. This third edition:

• Contains fully integrated instructions for using NVivo on both Mac and PC, with screenshots and click-by-click guidance
• Seamlessly interweaves theory and practice in easy-to-follow steps
• Empowers students to develop their critical thinking

Accompanied by video tutorials for both Mac and PC, web links and a host of other helpful online resources, this step-by-step book removes students' anxiety about tackling data analysis. Whether for advanced researchers or those approaching the task for the first time, this clear, yet comprehensive guide is the perfect companion for anyone doing qualitative data analysis with NVivo.

CONTENTS

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April 2019 • 354 pages
Cloth (9781526449931) • £90.00
Paper (9781526449948) • £31.99

Who will use this book?
Qualitative researchers who work on their own and are looking for support, those who work in teams, instructors incorporating NVivo into their qualitative methods courses, and users transitioning from earlier versions of the software.

Incorporating Windows and Mac versions of NVivo into a single resource is innovative. How significant is this?
This means that Windows and Mac users can either work in the same classroom/workshop or independently, using one book. The unique presentation of click instructions in different font colours makes this possible.

From your experience as a trainer, what advice would you give to a student or researcher starting out with NVivo?
Read about (and experiment with!) different approaches to handling qualitative data, pilot the use of the software with a small portion of your data before building a large project, be prepared to alter your approach to your data as you work through the analysis, and have fun!
I really do like the approach the authors have taken... they take you through a journey of the Third Edition online resources, this step-by-step book removes students’ anxiety about tackling data analysis. Whether for advanced researchers or those approaching the task for the first time, this clear, yet easy to follow best practice and helps students to:

- Manage and sort data
- Find an argument and define the conclusions
- Answer a research question
- Write up research for assessment and dissemination

Clear, pragmatic and honest this book will give students the perfect framework to start understanding qualitative data and to finish their research project.

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STAGE 1: RESEARCH DESIGN AND PREPARATION / Introduction to Qualitative Social Research / Designing Qualitative Research: Your Key Questions / Practical Issues in Qualitative Research / STAGE 2: DATA COLLECTION AND MANAGEMENT / Collecting and Managing Interview Data / Collecting and Managing Focus Group Data / STAGE 3: DATA ANALYSIS AND INTERPRETATION / A Brief Introduction to the Analysis of Qualitative Data / Step One For Analysing Your Interview Data - Making Summaries and Comparisons / Step Two For Analysing Your Interview Data – Using Codes / Step Three For Analysing Your Interview Data - Finding Conceptual Themes and Building Theory / Analysing Your Focus Group Data / Alternative Approaches to Analysing Qualitative Data / STAGE 4: DISSEMINATION / Writing About Your Qualitative Research

November 2018 • 328 pages
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Qualitative Data Analysis
From Start to Finish
Second Edition
Jamie Harding Northumbria University

This is the ideal book to get students up and running with the basics of qualitative data analysis. It breaks everything down into a series of simple steps and introduces the practical tools and techniques needed to turn transcripts into meaningful research.

Using multidisciplinary data from interviews and focus groups, Jamie Harding provides clear guidance on how to apply key research skills such as making summaries, identifying similarities, drawing comparisons and using codes. The book sets out real-world applicable advice, provides easy to follow best practice and helps students to:

- Manage and sort data
- Find an argument and define the conclusions
- Answer a research question
- Write up research for assessment and dissemination

Clear, pragmatic and honest this book will give students the perfect framework to start understanding qualitative data and to finish their research project.

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November 2018 • 328 pages
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Qualitative Secondary Research
A Step-By-Step Guide
Claire Larkan and Theresa Morris University College Birmingham

Using secondary data offers unique challenges. In this practical guide, the authors take students through finding, managing and analysing secondary data in an error-free way, using qualitative approaches.

Perfect for those doing dissertations and research projects, it provides an accessible introduction to the theory of secondary research and its advantages and disadvantages.

Drawing on their years of experience, the authors:

- Offer a straightforward and approachable explanation of how to do a research project using secondary data
- Discuss every stage of the research process, including data preparation and presentation and dissemination of data
- Advise on how to avoid the potential pitfalls of using secondary data

Clear and easy to understand, this book is a ready-made toolkit for successfully completing every step of a research project using secondary data. From beginner level and beyond, this no-nonsense guide takes the confusion and worry out of doing a secondary research project and empowers all to be confident doing research.

CONTENTS
Introducing Qualitative Secondary Research / Preparing for Qualitative Secondary Research / The Role of Theory in Qualitative Secondary Research / Designing Qualitative Secondary Research / Ethics in Qualitative Secondary Research / Exploring Documents as Data / Locating your Data / Securing Quality over Quantity / Constructing a Literature Review / Managing your Data / Analysing Data / Working with Numbers / Presenting your Findings and Conclusions / Being a Qualitative Secondary Researcher

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QUALITATIVE AND MIXED METHODS DATA ANALYSIS USING DEDOOSE
A Practical Approach for Research across the Social Sciences
Michelle Salmona, Dan Kaczyński both at University of Canberra; Central Michigan University and Eli Lieber University of California

This book provides both new and experienced researchers with a guided introduction to dealing with the methodological complexity of mixed methods and qualitative inquiry using Dedoose software. The authors use their significant research experience and their depth of experience designing and updating Dedoose to offer practical strategies for using the software from a wide range of research studies.

October 2019
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DOCUMENTARY RESEARCH IN THE SOCIAL SCIENCES
Malcolm Tight Lancaster University

From diaries and letters to surveys and interview transcripts, documents are a cornerstone of social science research. This book guides students through the documentary research process, from choosing the best research design, through data collection and analysis, to publishing and sharing research findings.

Using extensive case studies and examples, it situates documentary research within a current context and empowers students to use this method to meet new challenges like digital research and big data head on.

In a jargon-free style perfect for beginner researchers, this book helps students to:
• Interrogate documentary material in meaningful ways
• Choose the best research design for their project, from literature reviews to policy research
• Understand a range of approaches, including quantitative, qualitative and mixed methods

Accessible, clear and focused, this book gives students the tools to conduct their own documentary research and celebrates the importance of documentary analysis across the social sciences.

CONTENTS

April 2019 • 224 pages
Cloth (9781526426642) • £85.00
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INTERVIEWS IN QUALITATIVE RESEARCH
Second Edition
Nigel King University of Huddersfield, Christine Horrocks Manchester Metropolitan University and Joanna Brooks University of Manchester

This dynamic user-focused book will help students to get the data they want from their interviews. It provides practical guidance regarding technique, gives top-tips from real-world case studies and shares achievable checklists and interview plans. Whether students are doing interviews in their own research or using other researchers’ data, this book will tell them everything they need to know about designing, planning, conducting and analyzing quality interviews. It explains how to:
• Construct ethical research designs
• Record and manage data
• Transcribe notes
• Analyse findings
• Disseminate conclusions

With coverage of practical, theoretical and philosophical issues all grounded in examples from real interviews, this is the ideal guide for new and experienced researchers alike.

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Introduction / Philosophical Assumptions / Ethics in Qualitative Interviewing / Designing an Interview Study / Carrying out Qualitative Interviews / Group Interviews / Remote Interviewing / Visual Methods in Qualitative Interviewing / Reflexivity and Qualitative Interviewing / An Introduction to Interview Data Analysis / Interviews in Phenomenological Research / Interviews and Discourse Analysis / Interviews and Narrative

December 2018 • 360 pages
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Linda Dale Bloomberg Columbia University and Marie Volpe Teachers College, Columbia University

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January 2019 • 456 pages
Paper (9781544336527) • £43.99
QUALITATIVE LONGITUDINAL METHODS
Researching Implementation and Change
Mary Lynne Derrington University of Tennessee at Knoxville
Mary Lynne Derrington provides guidance on how to conduct qualitative longitudinal studies rather than focusing on how to analyse such data, addressing the use of qualitative longitudinal methods, their unique methodological features and the challenges and benefits to this approach. Key features include:
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- Chapter opening objectives and end of chapter summaries, assisting the reader’s focus
- Personal stories and examples from the author, making it easy for the reader to relate to content
- A chapter on how to prepare a manuscript for publication, providing critical tools to researchers

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QUALITATIVE RESEARCH METHODS
Why and How to Involve People in Research
Dirk Schubotz Queen’s University Belfast
Going beyond a general introduction to offer a hands-on guide, this book empowers students to feel confident understanding and applying participatory methods to their research projects.
It takes an accessible approach to explaining the theory that grounds participatory research and offers students practical strategies for how and when to choose and apply a wide range of these methods. Comprehensive yet easy to understand, this book:
- Gives students a thorough grounding in the history and theoretical issues surrounding each method
- Showcases participatory research in action through extensive on the ground case studies
- Highlights the importance of ethics in research design, offering guidance on dealing with sensitive considerations in participatory research

With a sustained focus on the impact of digital technologies, this book tackles head-on the need to re-assess the way we involve people in contemporary research. It is an essential guide to better research practice for students and researchers across the social sciences.

CONTENTS
Introduction / PART I: HISTORY, THEORY AND ETHICS OF PARTICIPATORY METHODS / The History and Nature of Participatory Research Methods / Theoretical Perspectives on Participatory Research / Approaches and Populations in Participatory Research / Research Ethics in Participatory Research Practice / PART II: APPLICATIONS OF PARTICIPATORY METHODS / Participatory Action Research (PAR) / Group Discussion Methods in Participatory Research / Participatory Approaches to Participant Observation / Participatory Survey Methods / In Conclusion

SECONDARY ANALYSIS OF QUALITATIVE DATA
Edited by Kahryn Hughes Senior Research Fellow in Sociology, University of Leeds and Anna Tarrant University of Lincoln
A comprehensive handbook that guides social science students through every aspect of qualitative secondary analysis, from application to implications. Each chapter uses insightful case studies, further reading suggestions and applied hints and tips to explore the crucial components of research and analysis, such as where to find resources, how to search within a resource, collaborative and group working, working in paper archives and coverage of non-textual data.

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David Coghlan  Trinity College Dublin

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• Annotated templates
• Progress checklists
• Journal articles, weblinks and other further reading

To the point without losing clarity or thoroughness, this book is the hands-on manual for all the need-to-know facts about understanding and undertaking insider action research.

CONTENTS

PART I: FOUNDATIONS / Introducing Action Research / Researching Your Own Organizations / Knowing in Action / Understanding Action Research / PART II: ISSUES AND CHALLENGES IN RESEARCHING YOUR OWN ORGANIZATION / Preunderstanding, Role Duality and Access / Managing Ethics and Organizational Politics / PART III: IMPLEMENTATION / Constructing and Selecting Your Project / Designing and Implementing Your Action Research Project / Using Frameworks to Study Organizations in Action / Interlevel Dynamics in Action Research / Writing Up Your Insider Action Research Work / In Conclusion

Making Digital Methods is on page 12

NETNOGRAPHY

The Essential Guide

Third Edition

Robert V Kozinets  USC Annenberg

Netnography is an adaptation of ethnography for the online world pioneered by Rob Kozinets, and is concerned with the study of online cultures and communities as distinct social phenomena rather than isolated content. This third edition, Netnography: The Essential Guide, provides the theoretical and methodological groundwork through to the practical applications, helping students both understand as well as do netnographic research projects of their own.

With enhanced pedagogy throughout, linking concepts to structured activities in a step-by-step way, the book is now accompanied by a striking new visual design and comprehensive digital resources including video tutorials and further case studies, offering the essential student resource to conducting online ethnographic research.

CONTENTS

Introductions / Histories / Media / Socialites / Initiating Netnography / Ethics and Regulation / Investigating Sites / Combining Methods / Collecting Data / Immersing in Fields / Interacting with Informants / Analysing Data / Interpreting Data / Netnographic Narratives / Incarnating Netnography / Evolution / Inspirations

100 QUESTIONS (AND ANSWERS) ABOUT ACTION RESEARCH

Luke Duesbery San Diego State University and Todd Twyman Pacific University, Oregon

This supplementary text identifies and answers the essential questions on action research, with a focus on approaching and improving practice from an inquiry-oriented perspective across applied disciplines.

SAGE 100 QUESTIONS AND ANSWERS

July 2019 • 216 pages
Paper (9781544305431) • £18.99
This SAGE Swift explores the range and depth of grounded theory methodology and the ways in which discussions in the field have developed and expanded in recent years. Anthony Bryant provides a jargon-free overview of grounded theory terminology, whilst examining the impact of recent technological and theoretical advances on how it is currently practiced. Increasingly popular outside of its original settings, grounded theory is now a core method for business & management, criminology, politics, geography and psychology. This book provides a global interdisciplinary perspective on the method’s utility today.

CONTENTS
Introduction and Rationale / GTM – Family of Variants / Core Characteristics of GTM / GTM from a Logical Point of View / GTM Paradoxes / Indigeneity / Student and Learning Issues / GTM: Pragmatism and Social Justice / Conclusion

SAGE SWIFTS
March 2019 • 116 pages
Cloth (9781526474315) • £45.00

Critical Ethnography
Method, Ethics, and Performance
Third Edition
D. Soyini Madison Northwestern University; University of North Carolina

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.

April 2019 • 264 pages
Paper (9781483356778) • £40.99

The SAGE Handbook of Current Developments in Grounded Theory
Edited by Antony Bryant Leeds Beckett University and Kathy Charmaz Sonoma State University

Building on the success of the bestselling The SAGE Handbook of Grounded Theory (2007), this title provides a much-needed and up-to-date overview, integrating some revised and updated chapters with new ones exploring recent developments in grounded theory and research methods in general. The highly-acclaimed editors have once again brought together a team of leading academics from a wide range of disciplines, perspectives and countries. This is a method-defining resource for advanced students and researchers across the social sciences.

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• Part Two: Theories and Theorizing in Grounded Theory
• Part Three: Grounded Theory in Practice
• Part Four: Reflections on Using and Teaching Grounded Theory
• Part Five: GTM and Qualitative Research Practice
• Part Six: GT Researchers and Methods in Local and Global Worlds

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Donald R. Cooper

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CONTENTS

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CHALLENGES IN DOING EDUCATION RESEARCH

Edited by Marit Honerød Hoveid
Norwegian University of Science and Technology, Trondheim, Lucian Ciolan
University of Bucharest, Angelika Paseka
University of Hamburg and Sofia
Marques da Silva University of Porto

Exploring the challenges and obstacles that need to be overcome in education research, this text offers universal guidance that the reader can apply to their own research project, with real case studies drawn from educational contexts across Europe.

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Qualitative, Quantitative and Mixed Methods
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Edited by Mike Saks
University of Suffolk and Judith Allsop
University of Lincoln

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Frederick J. Kviz
University of Illinois at Chicago

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Stuart McClean, Issy Bray, Nick de Viggiani, Emma Bird and Paul Pilkington
all at University of the West of England

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Methods for Media & Communication / Methods for Psychology

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Understanding Images in Media Culture
Giorgia Aiello and Katy Parry
University of Leeds

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CONTENTS
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Theodore N. Greenstein North Carolina State University and Shannon N. Davis George Mason University

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Boba Samuels  University of Toronto and Jordana Garbati  Wilfrid Laurier University

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