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Key new titles
HOW TO DO YOUR RESEARCH PROJECT
A Guide for Students in Education and Applied Social Sciences
Third Edition
Gary Thomas University of Birmingham

The Third Edition of this bestselling title continues to lead the way as an essential guide for anyone undertaking a research project in the applied social sciences. Setting out a clear and detailed road map, Gary Thomas guides the reader through the different stages of a research project, explaining key steps and processes at each level in refreshingly jargon-free terms.

It covers:
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• Project management and study skills
• Effective literature reviews
• Methodology, theory and research design frames
• Ethics and access
• Data collection tools
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• Discussing findings, concluding and writing up.

Packed with engaging anecdotal evidence and practical advice and supported by an interactive website featuring worksheets, videos, journal articles and more, this new edition is a user-friendly one-stop shop for guidance on research principles.

CONTENTS

May 2017 • 388 pages
Cloth (9781473948860) • £70.00
Paper (9781473948877) • £23.99

60 SECONDS WITH GARY THOMAS...

What can readers expect from the Third Edition of How to Do Your Research Project?
The Third Edition contains more on writing, on working with your supervisor, on social media and on aspects of methodology such as coding. It is updated, with new reading.

What are the key things you’re hoping students will learn from the book?
I hope that they will learn, as always, how to structure and think about a research project and how to integrate the various elements into one. So often, students see the project as so many discrete parts. I hope the book enables them to see the project as a coherent entity which has integrity, with each part feeding into the others.

What top tip would you give to those new to research?
I’d suggest ‘Go with the Force’. In other words, put down all the books, and all the advice, and try to think very hard what you want to find out and what would be the best way of finding out about it. So often, students start from back to front, with an idea of what research should look like.

The key thing is to establish what your question is, and to think about how you could answer it. Only then should you start to consult books about what to do next. You may revise your ideas completely, but you will do this having focused on your question ... which is the key element of any research project.

What’s been the proudest moment of your career to date?
My proudest moment has been the publication of How to Do Your Research Project, obviously! Seriously, it is, because a) people actually read it (as distinct from my academic articles), and b) I get lots of nice emails from people saying it has helped them. This is very rewarding.
INVESTIGATING THE SOCIAL WORLD
The Process and Practice of Research
Ninth Edition
Russell K Schutt University of Massachusetts Boston
This comprehensive and balanced text has been written so that the ‘doing’ of social research is closely and consistently linked to important social issues by using real social data. End-of-chapter discussion questions, research proposal development exercises and SPSS exercises help measure and enhance students’ understanding.

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Mike Michael University of Sydney
Mike Michael provides a clear and comprehensive map to ANT: its histories, concepts and problematizations. Building on his own personal engagement with ANT, he creates a compelling, reflexive and sometimes-humorous invitation to its network of associations. An excellent introduction to this significant field.

THE METRIC TIDE
Independent Review of the Role of Metrics in Research Assessment and Management
James Wilsdon University of Sussex
Represents the culmination of an 18-month-long project that aims to be the definitive review of this important topic. Accompanied by a scholarly literature review, some new analysis, and a wealth of evidence and insight... the report is a tour de force, a once-in-a-generation opportunity to take stock.

INDIGENOUS RESEARCH METHODOLOGIES
Second Edition
Bagele Chilisa University of Botswana
Bagele Chilisa has written the first research methods textbook that situates research in a larger, historical, cultural and global context, featuring case studies from around the globe to illuminate specific methodologies.
DOING RESEARCH IN THE REAL WORLD

Fourth Edition

David E Gray  University of Greenwich

Featuring a full set of updated and integrated digital resources, as well as three new chapters on visual methods, qualitative data analysis with NVivo, and digital research, this Fourth Edition remains on the forefront of practical, applied research.

Guiding students through every step of the research process from start to finish in a logical way, the book takes a pragmatic, real-world approach to research methods that gives students the tools and confidence to carry out their own research and see its value outside of university. Weaving quantitative, qualitative, and mixed methods together, it encourages students to consider flexible options and choose the most appropriate methods for their projects.

Brimming with checklists, interdisciplinary examples, and tips about navigating the realities of planning a project, collecting and analysing data, and sharing research findings, this book is still the companion for any research student.

CONTENTS


What can readers expect from the Fourth Edition of Doing Research in the Real World?

This Fourth Edition of Doing Research in the Real World contains three new chapters on: Visual Research Methods, Using NVivo and Digital Research Methods. In addition, it contains a new feature – Employability Skills to show how features of the book can help students to recognize and document those research skills needed in work situations. Another new feature for this edition is a set of multiple-choice questions to help test students’ research methods knowledge.

What are the key things you’re hoping students will learn from the book?

I hope that students will like the three new chapters for this Fourth Edition. Both visual and digital research methods are interesting and creative approaches to research, while NVivo has become an essential tool in the analysis of qualitative data.

What top tip would you give to those new to research?

One of the keys in undertaking research is to formulate clear, concise and researchable research questions. Students should spend time writing and rewriting them and get feedback from research peers, sponsors or supervisors. Another top tip is, when conducting field research, students should make sure that they have attained sponsorship for their study at a sufficiently senior level in the client organization or research setting. Furthermore always have an alternative plan (for example an alternative organization) if the first sponsor pulls out.

What’s been the proudest moment of your career to date?

There have been many. One was getting my first research article published back in 1993. The next milestone was receiving a phone call from a commissioning editor at SAGE to say that they had accepted my proposal to write Doing Research in the Real World. That was in 2003! I also get excited when I receive news that a research bid has been accepted by a sponsor. This means months of hard work ahead, but undertaking field research never fails to build your knowledge – including knowledge of research methods! Even as experienced researchers we are always learning.
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• How can I analyze and synthesize my data?
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Michelle O’Reilly and Nisha Dogra
both at University of Leicester

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• Incorporating participatory methods into formal interview settings
• Encouraging participation and capturing interviewees’ voices
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Maria K E Lahman University of Northern Colorado

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

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The Third Edition includes one new chapter on item response theory. This edition also includes a new appendix detailing the standards for educational and psychological testing. The number of end-of-chapter Time to Practice questions have been increased, with even-numbered solutions in the back of the book, and odd-numbered answers on the accompanying instructor website.

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DATA ANALYSIS FOR THE BEHAVIOURAL SCIENCES
An Integrated Approach
Douglas Bors University of Toronto at Scarborough

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PART I: THE BASICS / Describing Data / Probability and the Distribution of Scores / PART II: STATISTICS FOR SIMPLE DESIGN / Hypothesis Testing / The Bi-Nomial Distribution and the Chi-Square Test: Categorical Data / Testing the Difference Between Two Conditions / Observational Studies / Observational Studies and the Association Between Two Measurement Variables / PART III: STATISTICS FOR MORE COMPLEX DESIGNS / Introduction to Testing for a Difference Among Multiple Means: One-Way Analysis of Variance (ANOVA) / ANOVA Continued: Randomized Block Design and Repeated Measures / Testing Research Hypothesis: A Priori Versus Post Hoc Tests / ANOVA Factorial Designs / An Introduction to Multiple Regression / Factor Analysis

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John MacInnes University of Edinburgh

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STATISTICS WITH R
A Beginner’s Guide
Robert Stinerock Universidade Nova de Lisboa

The dynamic, student focused textbook provides step-by-step instruction in the use of R and of statistical language as a general research tool.

It is ideal for anyone hoping to:
• Complete an introductory course in statistics
• Prepare for more advanced statistical courses
• Gain the transferable analytical skills needed to interpret research from across the social sciences
• Learn the technical skills needed to present data visually
• Acquire a basic competence in the use of R.

The book provides readers with the conceptual foundation to use applied statistical methods in everyday research. Each statistical method is developed within the context of practical, real-world examples and is supported by carefully developed pedagogy and jargon-free definitions. Theory is introduced as an accessible and adaptable tool and is always contextualized within the pragmatic context of real research projects and definable research questions.

CONTENTS

STATISTICAL METHODS FOR THE SOCIAL AND BEHAVIOURAL SCIENCES
A Model-Based Approach
David B Flora York University

Logical, easy-to-follow and exceptionally clear, this is a comprehensive survey of the major statistical procedures with a special focus on those most commonly used in the social and behavioural sciences. The model-based approach teaches readers how to:
• Understand and choose the right statistical model to fit their data
• Match substantive theory and statistical models
• Work with statistical modeling principles using any software package
• Apply statistical procedures hands-on, with example data analyses on the companion website
• Develop and use graphs to understand data and fit models to data.

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A STUDENT’S GUIDE TO BAYESIAN STATISTICS
Ben Lambert University of Oxford

Supported by a wealth of interactive in-text learning features, exercises, and visual elements as well as online video tutorials, links, and example codes, this book is the first student-focused introduction to Bayesian statistics. Without sacrificing technical integrity for the sake of simplicity, the author draws upon accessible, student-friendly language to provide approachable instruction for statistics and Bayesian newcomers. Through a structure that introduces and builds upon key concepts in a gradual way and which slowly acclimatises students to using R, Stan, and JAGS software, the book covers:

- An introduction to Bayesian inference and probability
- How to understand the Bayesian formula
- The nuts and bolts of Bayesian analytic methods
- Computational Bayes and real-world Bayesian analysis
- Regression analysis and hierarchical methods.

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With a particular focus on NetDraw and UNICET, the book introduces relevant software tools step-by-step in an easy to follow way. In addition to the fundamentals of network analysis and the research process, this edition focuses on:

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- Examples which reiterate the continued importance of SNA in an increasingly interconnected world and help to understand how SNA helps social scientists identify and understand dynamics of social change
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COMMUNICATING YOUR RESEARCH WITH SOCIAL MEDIA
A Practical Guide to Using Blogs, Podcasts, Data Visualisations and Video
Amy Mollett, Cheryl Brumley, Chris Gilson and Sierra Williams
all at London School of Economics

Empowering readers to go beyond bar charts and jargon-filled journal articles to bring their research online and present it in a way that highlights and maximises its relevance through social media.

Drawing upon a wealth of timely, real-world examples, the authors present a framework for fully incorporating social media within each step of the research process. From visualising available data to tailoring social media to meet needs, this book explores proactive ways to share cutting edge research. A complete ‘how to’ for communicating research through blogs, podcasts, data visualisations, and video, it teaches readers how to use social media to:

• Create and share images, audio and video in ways that positively impacts their research

• Connect and collaborate with other researchers
• Measure and quantify research communication efforts for funders
• Provide research evidence in innovative digital formats

Reach wider, more engaged audiences in academia and beyond.

CONTENTS

What can readers look forward to in this book?

We feel passionately that research should be communicated elegantly and accessibly so we wanted to write a book that reflected this passion. Our readers can therefore expect a book refreshingly free of jargon which is engaging from the first page! Most of all readers can look forward to being surprised. We know the demands on a knowledge-worker are multifaceted. It’s easy to think of digital output as just one more thing to do. But we show how easily social media fits into the research lifecycle and how great the payoffs are.

What’s the main thing you hope readers will learn from your book?

We want readers to feel inspired by the wide variety of innovative case studies in the book: everything from academics who podcast when they’re out doing research in the field; to an NGO in Brazil creating data visualisations and sharing them on social media to start conversations about dengue fever; to how bloggers who write about health, food poverty, and society have been called to give evidence to Parliament; and to galleries who want to open up their research to the public. We’ve pulled together a diverse selection of inspiring examples that are applicable to absolutely anyone doing research or looking to communicate it to the world.

Why do you think it’s so important to merge academic practice and social media?

Media of all types have been instrumental to the communication of academic work. This is not a particularly new phenomenon. Academic work and research is incredibly well-suited to the production of engaging content and has been for years. Non-fiction books, radio documentaries, television shows have all been used to communicate complex ideas. Even the occasional journal article makes it onto the news! But these types of media - namely broadcast media - aren’t designed to be particularly participatory or dialogic. Social media offers a really exciting opportunity for academic work and practice because social media is designed with interaction and feedback in mind. We argue through our Research Lifecycle model that academic practice actually starts from an equally social starting point and thus, deserves media that suits these needs. Social media is a great fit.

What top tip would you give researchers looking to use social media to achieve impact with their research?

Social media can be incredibly rewarding and worthwhile activity in and of itself for researchers, but if you are looking to maximise the potential for your social media interactions to lead to long-term impact, it is important to spend a bit of time figuring out who it is you are trying to reach. Often we hear researchers answer the question of audience by saying they wish to reach ‘The General Public’. This may well be true, but what does that really mean? By spending time narrowing in on specific groups and public audiences that would benefit from your research more than others, you can engage on social media in much more targeted and effective ways.
THE SAGE HANDBOOK OF SOCIAL MEDIA RESEARCH METHODS
Luke Sloan Cardiff University and Anabel Quan-Haase Western University, Canada

Goes way beyond basic arguments about the opportunities of social media for social research and takes the reader through a number of exciting real-world examples that have successfully navigated key methodological challenges to explore new kinds of research questions.

- Emma Uprichard, University of Warwick

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/text mining

A Guidebook for the Social Sciences
Gabe Ignatow University of North Texas and Rada Mihalcea University of Michigan

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- Aude Bicquelet, London School of Economics

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Erin E Ruel Georgia State University

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Sheila B Robinson Greece Central School District and Kimberly Firth Leonard Oregon Community Foundation

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

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Vera Toepoel  Utrecht University

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- Ron Fricker, Virginia Tech

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Patricia Bazeley  Research Support Pty Limited

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- Writing up mixed methods analysis.

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Elizabeth G Creamer  Virginia Polytechnic Institute and State University, Blacksburg

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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.

SITUATIONAL ANALYSIS

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Adele E Clarke University of California—San Francisco, Carrie Friese London School of Economics and Rachel S Washburn Loyola Marymount University

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Malcolm Tight Lancaster University

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~ Gareth Addidle, Plymouth University

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- The meaning and value of case study research
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David Calvey Manchester Metropolitan University

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Pam Denicolo University of Reading, Julie Reeves University of Southampton and Dawn Duke University of Surrey

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