Welcome to our 2017 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 every step of the research process, from coming up with a research question, to writing up a dissertation or thesis. Alongside over 850 books, journal articles and reference works, you’ll find more than 500 stories of real research projects (SAGE Research Method Cases), and a collection of 149 teaching datasets (SAGE Research Methods Datasets), and over 125 hours of video cases, expert interviews, tutorials and more (SAGE Research Methods Video), 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. 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.

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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:
• How to choose your research question
• Project management and study skills
• Effective literature reviews
• Methodology, theory and research design frames
• Ethics and access
• Data collection tools
• Effective data analysis
• 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.

Gary Thomas
Research Projects / General Research Methods

**THE ESSENTIAL GUIDE TO DOING YOUR RESEARCH PROJECT**

Third Edition

Zina O’Leary The Australia and New Zealand School of Government

The ultimate companion to successfully completing your research project, this book guides you through a step-by-step approach to research and provides all of the skills and momentum you need to excel. Each stage of your project is clearly set out with best practice highlighted alongside pragmatic advice for tackling research in the real world.

Zina O’Leary uses multidisciplinary case studies, and examples from her own experience, to answer your questions and support your progress as you move smoothly from getting started, to designing your project, collecting and analyzing your data and writing up.

The book is packed full of learning features and tools to support you, including:

- A fully developed website with podcasts, videos, journal articles and examples of real projects
- Activities and worksheets to help you organize your time
- Learning objectives to sustain your momentum
- Top tips relating to key research skills
- Full glossary to test understanding and provide definitions
- Annotated further reading to help you move through the literature
- ‘Excuse me, I have a question!’ feature to answer common questions.

Warm, innovative and clever, this book is packed full of must-have information for anyone doing a research project.

**CONTENTS**


**March 2017 • 376 pages**

Cloth (9781473952072) • £75.00

Paper (9781473952089) • £24.99

**DOING REAL RESEARCH**

A Practical Guide to Social Research

Eric Jensen University of Warwick and Charles Laurie Verisk Maplecroft

Challenging readers to move beyond the formality and idealized settings of conventional methods teaching, this book offers frank, practical advice designed to empower students and researchers working in the real world.

Supported by an interactive website with videos, datasets, templates and additional exercises, this book is ideal for any social science student starting a methods course or project.

**March 2016 • 400 pages**

Cloth (9781446273876) • £85.00

Paper (9781446273883) • £27.99

**RESEARCHING SOCIETY AND CULTURE**

Fourth Edition

Clive Seale Brunel University

Written by internationally renowned experts, each chapter provides a full introduction to a key aspect of research methodology. From starting out to generating, analyzing and presenting data, this new edition covers foundational concepts in social research while keeping students on the pulse of topics like digital social research, social surveys and big data. Packed with international examples from across the social sciences, it shows how to interpret and work with data generated from real-world research.

It provides the tools to:

- Design the right research question
- Access, understand and use existing data
- Effectively write up projects and assignments
- Be confident in the A to Z of the research process.

**December 2017 • 710 pages**

Cloth (9781473947153) • £90.00

Paper (9781473947160) • £32.99

**RESEARCHING SOCIAL LIFE**

Fourth Edition

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

Paul Stoneman and Nigel Gilbert breathe new energy into this classic bestselling textbook, whose pragmatic approach mirrors the reality of conducting research and allows the handpicked, internationally renowned contributors to embed real case studies from their own research in each chapter.

**December 2015 • 624 pages**

Cloth (9781446295458) • £90.00

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**INTRODUCING RESEARCH METHODOLOGY**

A Beginner’s Guide to Doing a Research Project

Second Edition

Uwe Flick Free University Berlin

Provides the fundamental data collection and analysis skills that first time researchers need, as well as a good understanding of the research process as a whole.

**2015 • 320 pages**

Cloth (9781446294239) • £79.00

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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.
October 2017 • 672 pages
Paper (9781506361192) • £93.00

DEVELOPING EFFECTIVE RESEARCH PROPOSALS
Third Edition
Keith F Punch University of Western Australia
The latest edition of the step-by-step guide to success with your research proposal covers all sections of the proposal - everything that is needed to know on how to structure it, bring rigour to the methods section, impress readers and get proposals accepted.
With practical tips and advice throughout, new features include:
• Comprehensive explanation of method and methodology, and how to maximize this crucial section of a proposal
• A new section on mixed methods - an increasingly common approach in research
• A new chapter on how to get it right with ethics
• Fresh exercises and activities, now for each key chapter.
The Third Edition provides an authoritative and accessible guide for anyone tackling a research proposal. It is perfect for students in education, nursing, health, and across the social sciences.
March 2016 • 192 pages
Cloth (9781473916371) • £85.00
Paper (9781473916388) • £27.99

ACTOR-NETWORK THEORY
Trials, Trails and Translations
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.
- Maja Horst, University of Copenhagen
Covering a breadth of topics, Michael demonstrates how Actor Network Theory (ANT) has become a major theoretical framework, influencing scholarly work across a range of fields. The book expertly explicates the theory and demonstrates how its key concepts can be applied. Comparing and contrasting ANT with other social scientific perspectives, Michael provides a robust and reflexive account of its analytic and empirical promise.
November 2016 • 200 pages
Cloth (9781446293959) • £75.00
Paper (9781446293966) • £26.99

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.
October 2017 • 384 pages
Paper (9781483333472) • £32.99

NEW EDITION!
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.
- Steven Hill, HEFCE, LSE Impact of Social Sciences Blog
How to exercise the power that metrics hold to positive ends is the focus of this book. Taking a thorough look at potential uses and limitations of research metrics and indicators, the authors:
• Explore the use of metrics across different disciplines
• Assess metrics’ potential contribution to the development of research excellence and impact
• Consider the changing ways in which universities are using quantitative indicators in their management systems
• Evaluate the negative or unintended effects of metrics on various aspects of research culture.
CONTENTS
Measuring Up / The Rising Tide / Rough Indications / Disciplinary Dilemmas / Judgement and Peer Review / Management by Metrics / Cultures of Counting / Sciences in Transition / Reflections on REF / Responsible Metrics
January 2016 • 192 pages
Paper (9781473973060) • £19.99
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.
**NEW EDITION!**

**READING AND UNDERSTANDING RESEARCH**

*Fourth Edition*

Stephen J Silverman *Teachers College, Columbia University*, Waneen Wyrick *University of Texas at Austin* and Lawrence F Locke *University of Massachusetts at Amherst*

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

August 2017 • 320 pages  
Paper (9781483331652) • £47.99

**THE RESEARCH EXPERIENCE**

*Planning, Conducting, and Reporting Research*

Ann Sloan Devlin *Connecticut College*

*The Research Experience* is the complete guide to the research process. It features technologies that are increasingly available to students and faculty conducting survey research, such as Survey Monkey, Qualtrics, Amazon Mechanical Turk and other new tools.

April 2017 • 488 pages  
Paper (9781506325125) • £55.00

**FIRST TASTE OF RESEARCH**

*Hands-on Introduction to Research Methods*

Bora Pajo

An engaging guide to doing research in the social sciences, this book introduces students to the full research process as well as covering issues such as knowing what to research, how to view research, and how to look around us and find resources for doing research.

October 2017 • 512 pages  
Paper (9781483386959) • £47.99

**NEW EDITION!**

**CONSTRUCTING SOCIAL RESEARCH**

*The Unity and Diversity of Method*

*Third Edition*

Charles C Ragin *University of California, Irvine* and Lisa M Amoroso *Dominican University*

This innovative text shows what is common across three major traditions: qualitative research on commonalities, comparative research on diversity, and quantitative research on relationships among variables. These three strategies provide a solid foundation for the study of all social phenomena, from the examination of the complexities of everyday life to the investigation of the power of transnational processes.

SOCIOLOGY FOR A NEW CENTURY SERIES

November 2017 • 288 pages  
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Ann Sloan Devlin *Connecticut College*

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Allen F Repko *formerly at University of Texas at Arlington*, Rick Szostak *University of Alberta* and Michelle Phillips Buchberger *Miami University*

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January 2017 • 464 pages  
Paper (9781506346892) • £56.00

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DOING A SYSTEMATIC REVIEW
A Student’s Guide
Second Edition
Edited by Angela Boland, Gemma Cherry and Rumona Dickson all at University of Liverpool
Written in a friendly, accessible style by an expert team of authors with years of experience in both conducting and supervising systematic reviews, this is the perfect guide to using the technique in your own research project. Now with a glossary of key terms and a brand new chapter on dissemination and publication, the book provides clear answers to all of your review-related questions, including:
• How do I formulate an appropriate review question?
• What’s the best way to manage my review?
• How do I develop my search strategy?
• How do I get started with data extraction?
• How do I assess the quality of a study?
• How can I analyze and synthesize my data?
• How should I write up the discussion and conclusion sections of my dissertation or thesis?
Throughout, real students’ research questions are examined in order to guide you through some of the typical challenges you will face. Like having a team of supervisors constantly on hand, this book will provide you with the support and advice you need for a successful systematic review.

CONTENTS

October 2017 • 232 pages
Cloth (9781473967007) • £75.00
Paper (9781473967014) • £26.99

AN INTRODUCTION TO SYSTEMATIC REVIEWS
Second Edition
Edited by David Gough, Sandy Oliver and James Thomas all at University College London
Focused on actively using systematic review as method, this book provides clear, step-by-step advice on the logic and processes of systematic reviewing and covers the full breadth of approaches from statistical meta-analysis to meta-ethnography.

Stressing the importance of precision and accuracy, the book enables students to conduct strategic reviews with the same level of quality expected of any method of primary research.

The new edition includes:
• A new chapter on statistical methods
• Coverage of computer-assisted methods
• Expanded sections on data extraction and management
• More on strategic approaches to theory and data for answering questions.

With interdisciplinary examples and a full range of data types, this new edition will be a broad and deep introduction to systematic reviewing for any student.

CONTENTS

March 2017 • 368 pages
Cloth (9781473929425) • £85.00
Paper (9781473929432) • £28.99

SEVEN STEPS TO A COMPREHENSIVE LITERATURE REVIEW
A Multimodal and Cultural Approach
Anthony J Onwuegbuzie Sam Houston State University and Rebecca Frels Lamar University
With a key focus on mixed methods, coverage of the ‘why’ as well as the ‘how’, and clear explanation of the CORE system, this book will be instrumental in helping readers to produce organized, ethical, insightful and, of course, comprehensive literature reviews.

February 2016 • 440 pages
Cloth (9781446248911) • £75.00
Paper (9781446248928) • £26.99

100 QUESTIONS (AND ANSWERS) ABOUT RESEARCH ETHICS
Emily E Anderson Loyola University Chicago and Amy Cornell Duke University School of Medicine
This is an essential guide for graduate students and researchers in the social and behavioural sciences, identifying and answering the essential questions from assessing risks to protecting privacy and vulnerable populations. It is also a very useful resource for students developing their thesis and dissertation proposals.

SAGE 100 QUESTIONS AND ANSWERS
November 2017 • 200 pages
Cloth (9781506348704) • £18.99
Paper (9781506348704) • £18.99

Available as inspection copy for lecturers
INTERVIEWING CHILDREN AND YOUNG PEOPLE FOR RESEARCH

Michelle O’Reilly and Nisha Dogra
both at University of Leicester

Providing a practical, pedagogical perspective this toolkit takes readers through designing the interview types to planning, structuring, conducting and analysing them. Drawing upon real-world examples and researchers’ anecdotes, the authors introduce common issues and procedures to help you undertake interviews in the field. Key topics include:

- Choosing which interview style meets the interviewers’ and participants’ needs
- Maintaining a safe and ethically sound research environment
- Incorporating participatory methods into formal interview settings
- Encouraging participation and capturing interviewees’ voices
- Using digital tools, software and methods to collect and analyze data.

CONTENTS
The Importance of Interviewing Children / Designing Your Interview Study / Different Types of Interview / Different Ways of Conducting Interviews: Face-to-Face, Telephone, and Online / Planning Your Interview: Key Decisions and Practical Issues / The Use of Participatory Methods / The Structure and Form of an Interview: Theoretical Background / Ethical Issues with Respect to Interviewing / The Interview Encounter: Child and Researcher Factors That Warrant Consideration and Their Interaction / Analysing Children’s Interviews / Reflecting and Attending to the Process

December 2016 • 240 pages
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Paper (9781473914537) • £27.99

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Since SAGE’s inception over 50 years ago, our commitment to supporting the social sciences has been a core principle of our organization. Accordingly we feel a responsibility to get directly involved, and have committed resources and effort to advocacy and engagement to help champion the value of social science research

— Ziyad Marar, President, Global Publishing, SAGE Publishing
AN ADVENTURE IN STATISTICS
The Reality Enigma

Andy Field University of Sussex

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 the only statistics book on the market with a terrifying probability bridge, zombies and a talking cat!

DISCOVERING STATISTICS USING R

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

The R version of Andy Field’s hugely popular Discovering Statistics Using SPSS takes students on a journey of statistical discovery using the freeware R, a free, flexible and dynamically changing software tool for data analysis that is becoming increasingly popular across the social and behavioural sciences.

DISCOVERING STATISTICS USING IBM SPSS

Fifth Edition

Andy Field University of Sussex

With an exciting new look, new characters to meet, and its unique combination of humour and step-by-step instruction, this award-winning book is the statistics lifesaver for everyone. From initial theory through to regression, factor analysis and multilevel modelling, Andy Field animates statistics and SPSS software with his famously bizarre examples and activities.

What’s brand new:
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Help your students succeed in statistics with this easy-to-understand and informative bestseller!

The Sixth Edition of Neil J. Salkind’s bestselling Statistics for People Who (Think They) Hate Statistics promises to ease student anxiety around an often intimidating subject with a humorous, personable, and informative approach. Salkind guides students through various statistical procedures, beginning with descriptive statistics, correlation, and graphical representation of data, and ending with inferential techniques and analysis of variance.

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PRACTICAL STATISTICS FOR PEOPLE
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STATISTICS
Sixth Edition
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Help your students succeed in statistics with this easy-to-understand and informative bestseller!

The Sixth Edition of Neil J. Salkind’s bestselling Statistics for People Who (Think They) Hate Statistics promises to ease student anxiety around an often intimidating subject with a humorous, personable, and informative approach. Salkind guides students through various statistical procedures, beginning with descriptive statistics, correlation, and graphical representation of data, and ending with inferential techniques and analysis of variance.

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September 2016 • 552 pages
Paper (9781506363161) • £61.00

NEW EDITION!

STUDY GUIDE TO ACCOMPANY NEIL J.
SALKIND’S STATISTICS
FOR PEOPLE WHO (THINK
THEY) HATE
STATISTICS
Sixth Edition
Neil J Salkind The University of Kansas

Matching the latest edition of Salkind’s text, this study guide provides students with summaries, objectives and activities to further develop their statistical skills. It includes activities for Salkind’s new chapter on data mining using SPSS.

February 2017 • 180 pages
Paper (9781506377940) • £29.99

NEW EDITION!

TESTS & MEASUREMENT FOR
PEOPLE WHO (THINK THEY) HATE
STATISTICS & MEASUREMENT
Third Edition
Neil J Salkind The University of Kansas

Neil J Salkind guides readers through the fundamentals of tests and measurement, using the conversational writing style and straightforward presentation techniques that have made his book Statistics for People Who (Think They) Hate Statistics an international bestseller. He provides an overview of the design of the test, use of tests, and some of the basic social, political, and legal issues that the process of testing involves.

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.

CONTENTS

June 2017 • 484 pages
Paper (9781506368382) • £72.00
DATA ANALYSIS FOR THE BEHAVIOURAL SCIENCES
An Integrated Approach
Douglas Bors University of Toronto at Scarborough

With a focus on increasing students’ conceptual understanding of statistics, this text emphasizes the need to understand the links between research design, data analysis and data output to counter the procedural ‘click and output’ nature of much statistics/SPSS learning that prevents students from knowing what the program is doing with their data.

Instead, SPSS is used as a pedagogic tool - for example, to encourage students to compare and contrast the effects of small changes in datasets, to cement understanding of key statistical concepts such as the difference between mean, mode and median.

CONTENTS
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

AN INTRODUCTION TO SECONDARY DATA ANALYSIS WITH IBM SPSS STATISTICS
John MacInnes University of Edinburgh

This comprehensive introduction to using collected survey data, transactional data and big data sources provides students with all that they need to know about locating, accessing, preparing and analyzing secondary data, along with step-by-step instructions for using IBM SPSS Statistics.

Students will learn how to:
• Create a robust research question and design that suits secondary analysis
• Locate, access and explore data online
• Understand data documentation
• Check and ‘clean’ secondary data
• Manage and analyze data to produce meaningful results
• Replicate analyses of data in published articles and books.

Using case studies and video animations to illustrate each step of your research, this book provides students with the quantitative analysis skills they need to pass their course, complete their research project and compete in the job market. Exercises throughout the book and on the book’s companion website give an opportunity to practise, check understanding and work hands-on with real data.

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.
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 acclimatizes 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
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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:

60 Seconds with the Authors

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 to their research?

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  
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Western University, Canada

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- Identifying patterns and contrasts in linked data
- Categorizing, counting, and contextualizing data
- Using technology and software
- Writing up mixed methods analysis.

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- Mark Banks, University of Leicester

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A
- Aiello & Parry Visual Communication .......................................................... 37
- Anderson & Cornell 100 Questions (and Answers) About Research Ethics ...... 7
- Atkinson Thinking Ethnographically ....................................................... 28

B
- Bazeley & Jackson Qualitative Data Analysis with NVivo, Second Edition .. 27
- Bazeley Integrative Analysis for Mixed Methods Research .......................... 18
- Bazeley Qualitative Data Analysis ............................................................ 27
- Benzo, Fournal & Mohsen Marketing Research ........................................ 32
- Berger Media and Communication Research Methods, Fourth Edition ... 35
- Boland, Cherry & Dickson Doing a Systematic Review, Second Edition .. 7
- Boreus & Bergstrom Analyzing Text and Discourse .................................. 30
- Borgatti, Everett & Johnson Analyzing Social Networks, Second Edition .. 15
- Bors Data Analysis for the Behavioural Sciences ....................................... 11
- Braverman Validity and Decision-Making in Program Evaluation ............... 21
- Bruhlf Understanding Statistical Analysis and Modeling ............................ 12

C
- Callegaro, Manfreda & Vehovar Web Survey Methodology ......................... 17
- Calvey Covert Research ........................................................................... 28
- Charmaz Constructing Grounded Theory, Second Edition ....................... 27
- Chatfield Critical Thinking ........................................................................ 38
- Chihsa Indigenous Research Methodologies, Second Edition ................... 4
- Christopher Interpreting and Using Statistics in Psychological Research ...... 38
- Clarke, Friese & Washburn Situational Analysis, Second Edition ............... 25
- Clemens Using Social Media for Qualitative Research ............................... 25
- Clifford, Cope, Gillespie & French Key Methods in Geography, Third Edition 35
- Connolly, Biggart, Miller, O’Hare & Thurston Using Randomised Controlled Trials in Education ................................................................. 35
- Crawford, Kruekenberg, Lobure & Morgan Understanding Global Development Research ................................................................. 23
- Cremer An Introduction to Fully Integrated Mixed Methods Research ...... 18

D
- Dane Evaluating Research, Second Edition .............................................. 21
- DeCuin-Gunby & Schutz Developing a Mixed Methods Proposal ............... 18
- Denisco, Long & Bradley-Cole Constructivist Approaches and Research Methods ................................................................. 24
- Denisco, Reeves & Duke Fulfilling the Potential of Your Doctoral Experience 41
- Denzin & Lincoln The SAGE Handbook of Qualitative Research .................. 27
- Derrington & Aldridge The Research Funding Toolkit, Second Edition .... 41
- Devellis Scale Development, Fourth Edition ............................................ 12
- Devlin The Research Experience ................................................................ 6

E
- Easterby-Smith, Thorpe & Jackson Management and Business Research, Fifth Edition ................................................................. 25
- Evergreen Presenting Data Effectively, Second Edition ............................ 14

F
- Field An Adventure in Statistics ................................................................. 9
- Field Discovering Statistics Using IBM SPSS, Fifth Edition ....................... 9
- Field, Miles & Field Discovering Statistics Using R ..................................... 27
- Flick Introducing Research Methodology, Second Edition .......................... 3
- Flick The SAGE Handbook of Qualitative Data Collection ......................... 23
- Flick The SAGE Qualitative Research Kit, Second Edition ......................... 22
- Flora Statistical Methods for the Social and Behavioural Sciences .............. 11
- Forster & Eperjesi Action Research for New Teachers ................................ 34
- Fox, Grimm & Caldeira An Introduction to Evaluation ............................... 19
- Frankfort-Nachmias & Leon-Guerrero Social Statistics for a Diverse Society, Eighth Edition ................................................................. 13

G
- Gilbert & Stoneman Researching Social Life, Fourth Edition ..................... 3
- Gobo & Molle Doing Ethnography, Second Edition .................................... 28
- Gough, Oliver & Thomas An Introduction to Systematic Reviews, Second Edition ................................................................. 7
- Gough, Oliver & Thomas Systematic Reviews and Research ........................ 41
- Gray Doing Research in the Business World ........................................... 32
- Gray Doing Research in the Real World, Fourth Edition ........................... 5
- Gumesson Case Theory in Business and Management ................................ 32

H
- Harrison & Hoyler Doing Global Urban Research ..................................... 36
- Hepburn & Bolden Transcribing for Social Research ............................... 25
- Hughes & Pennington Autobiography ...................................................... 29

I
- Ignatow & Mihalcea An Introduction to Text Mining .................................. 17
- Ignatow & Mihalcea Text Mining ............................................................... 17

J
- Jensen & Laurie Doing Real Research ...................................................... 3

K
- King & Horrocks Interviews in Qualitative Research, Second Edition ....... 29
- Kirk Data Visualisation ............................................................................... 26
- Kitchin, Lauriault & Wilson Understanding Spatial Media .......................... 34
- Knapp Intermediate Statistics Using SPSS ............................................... 13
- Kudachimath, Shivashankar & Appasaba An Introduction to Research Methods ... 6
- Kumar Research Methodology, Fourth Edition ......................................... 26

L
- Lahman Ethics in Social Science Research .................................................. 8
- Lambert A Student’s Guide to Bayesian Statistics .................................... 12
- Lee & Saunders Doing Case Study Research for Business and Management Students ................................................................. 31
- Leicester & Taylor Seven Steps to Better Essays and Assignments .......... 39
- Leite Practical Propensity Score Methods Using R .................................... 29
- Lindlof & Taylor Qualitative Communication Research Methods, Fourth Edition ................................................................. 37

M
- MacInnes An Introduction to Secondary Data Analysis with IBM SPSS Statistics ...... 11
- Madden Being Ethnographic, Second Edition ........................................ 29
- Madison Critical Ethnography, Third Edition ........................................... 29
- Marwood Databusting for Schools .............................................................. 34
- Mason Qualitative Researching, Third Edition .......................................... 22
- May & Perry Reflexivity ............................................................................ 23
- McBride The Process of Statistical Analysis in Psychology ......................... 38
- McIntiff Action Research ......................................................................... 25
- Mertens Mixed Methods Program Evaluation ........................................ 19
- Michael Actor-Network Theory ............................................................... 4
- Midgley, Hayes & Cooper Essential Research Findings in Child and Adolescent Counselling and Psychotherapy ......................................................... 32
- Miles, Huberman & Saldana Qualitative Data Analysis, Third Edition ...... 30
- Mitchell, DeLange & Moletesane Participatory Visual Methodologies .... 27
- Mollett, Brumley, Gilson & Williams Communicating Your Research with Social Media ................................................................. 29
- Morgan Basic and Advanced Focus Groups ............................................. 29

N
- Newman Research Methods for Cognitive Neuroscience .......................... 38
- Nygaard Writing Your Master’s Thesis ..................................................... 39

O
- Onwuegbuzie & Freis Seven Steps to a Comprehensive Literature Review 7
- O’Reilly & Dogra Interviewing Children and Young People for Research .......... 8

P
- Page-Gould Mastering Statistics ............................................................... 12
- Pajo First Taste of Research .................................................................... 6
- Patton Evaluation Facilitation ................................................................. 21
- Peters Your Human Geography Dissertation ......................................... 35
- Punch Developing Effective Research Proposals, Third Edition ............... 4
- Putman & Rock Action Research ............................................................. 34
<table>
<thead>
<tr>
<th>R</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ragin &amp; Amoroso</td>
<td>Constructing Social Research, Third Edition</td>
</tr>
<tr>
<td>Redman &amp; Maples</td>
<td>Good Essay Writing, Fifth Edition</td>
</tr>
<tr>
<td>Repko, Szostak &amp; Buchberger</td>
<td>Introduction to Interdisciplinary Studies, Second Edition</td>
</tr>
<tr>
<td>Ridley</td>
<td>The Literature Review, Second Edition</td>
</tr>
<tr>
<td>Ritchie, Lewis, Nicholls &amp; Ormston</td>
<td>Qualitative Research Practice, Second Edition</td>
</tr>
<tr>
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<td>Designing Quality Survey Questions</td>
</tr>
<tr>
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</tr>
<tr>
<td>Ruel</td>
<td>100 Questions (and Answers) About Survey Research</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>S</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Saldana &amp; Omasta</td>
<td>Qualitative Research</td>
</tr>
<tr>
<td>Saldana</td>
<td>The Coding Manual for Qualitative Researchers, Third Edition</td>
</tr>
<tr>
<td>Salkind</td>
<td>Statistics for People Who (Think They) Hate Statistics, Sixth Edition</td>
</tr>
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<td>Salkind</td>
<td>Tests &amp; Measurement for People Who (Think They) Hate Tests &amp; Measurement, Third Edition</td>
</tr>
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</tr>
<tr>
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<tr>
<td>Schubotz</td>
<td>Participatory Research</td>
</tr>
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</tr>
<tr>
<td>Scott</td>
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<td>Qualitative Research, Fourth Edition</td>
</tr>
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<td>Silverman, Spirduso &amp; Locke</td>
<td>Reading and Understanding Research, Fourth Edition</td>
</tr>
<tr>
<td>Singleton, Spielman &amp; Folch</td>
<td>Urban Analytics</td>
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<td>The SAGE Handbook of Social Media Research Methods</td>
</tr>
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<td>Critical Research Ethics</td>
</tr>
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<td>Qualitative Psychology, Third Edition</td>
</tr>
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<td>Smith</td>
<td>Research Methods in Accounting, Fourth Edition</td>
</tr>
<tr>
<td>Stinroek</td>
<td>Statistics with R</td>
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<table>
<thead>
<tr>
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<th></th>
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<tbody>
<tr>
<td>Thomas</td>
<td>How to Do Your Research Project, Third Edition</td>
</tr>
<tr>
<td>Tight</td>
<td>Understanding Case Study Research</td>
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<tr>
<td>Toepoel</td>
<td>Doing Surveys Online</td>
</tr>
<tr>
<td>Treadwell &amp; Wakeman</td>
<td>Criminological Ethnography: An Introduction</td>
</tr>
<tr>
<td>Treadwell</td>
<td>Introducing Communication Research, Third Edition</td>
</tr>
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<thead>
<tr>
<th>W</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Wheaton &amp; Young</td>
<td>Understanding Regression Models</td>
</tr>
<tr>
<td>Wiggins</td>
<td>Discursive Psychology</td>
</tr>
<tr>
<td>Williamson &amp; Whitaker</td>
<td>Succeeding in Literature Reviews and Research Project Plans for Nursing Students, Third Edition</td>
</tr>
<tr>
<td>Williamson</td>
<td>Big Data, Code and Education</td>
</tr>
<tr>
<td>Wislon</td>
<td>The Metric Tide</td>
</tr>
<tr>
<td>Wilson &amp; Darling</td>
<td>Research Ethics for Human Geography</td>
</tr>
<tr>
<td>Wilson</td>
<td>Essentials of Business Research, Second Edition</td>
</tr>
<tr>
<td>Wilson</td>
<td>School-based Research, Third Edition</td>
</tr>
<tr>
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<td>Criminological Research, Second Edition</td>
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<th></th>
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<tr>
<td>Yang, Keller &amp; Zheng</td>
<td>Social Network Analysis</td>
</tr>
<tr>
<td>York</td>
<td>Statistics for Human Service Evaluation</td>
</tr>
</tbody>
</table>
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