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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.
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

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Keith F Punch University of Western Australia
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• A new chapter on how to get it right with ethics
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March 2016 • 192 pages
Cloth (9781473916371) • £85.00
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Mike Michael University of Sydney
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- Maja Horst, University of Copenhagen

November 2016 • 200 pages
Cloth (9781446293959) • £75.00
Paper (9781446293966) • £26.99

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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

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David E Gray University of Greenwich

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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


60 SECONDS WITH DAVID E GRAY

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: 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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**Fourth Edition**

Stephen J Silverman Teachers College, Columbia University, Waneen Wyrick Spirduso 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.

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March 2017 • 368 pages
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- 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.

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Emily E Anderson Loyola University Chicago and Amy Cornell Duke University School of Medicine

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Becoming Culturally Responsive Researchers
Maria K E Lahman University of Northern Colorado

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October 2017 • 296 pages
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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
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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.

CONTENTS
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An Integrated Approach
Douglas Bors University of Toronto at Scarborough

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‘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
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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.

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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

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.

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
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• Develop and use graphs to understand data and fit models to data.

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Quantitative Methods & Statistics

11

An Introduction to Multiple Regression / Factor Analysis
Testing Research Hypothesis: A Priori Versus Post Hoc Tests / ANOVA Factorial 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

Comparisons of Means and Proportions / Simple Linear Regression / Multiple Regression

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:
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• Match substantive theory and statistical models
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• 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 acclimates 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.

CONTENTS

PART I: AN INTRODUCTION TO BAYESIAN INFERENCE / The Subjective Worlds of Frequentist and Bayesian Statistics / Probability - The Nuts and Bolts of Bayesian Inference / PART II: UNDERSTANDING THE BAYESIAN FORMULA / The Posterior - The Goal of Bayesian Inference / Likelihoods / Priors / The Devil's in the Denominator / PART III: ANALYTIC BAYESIAN METHODS / An Introduction to Distributions for the Mathematically- Un-Inclined / Conjugate Priors and Their Place in Bayesian Analysis / Evaluation of Model Fit and Hypothesis Testing / Making Bayesian Analysis Objective? / PART IV: A PRACTICAL GUIDE TO DOING REAL LIFE BAYESIAN ANALYSIS: COMPUTATIONAL BAYES / Leaving Conjugates Behind: Markov Chain Monte Carlo / The Metropolis Algorithm / Gibbs Sampling / Hamiltonian Monte Carlo / Stan and Jags / PART V: REGRESSION ANALYSIS AND HIERARCHICAL MODELS / Hierarchical Models / Linear Regression Models / Generalised Linear Models

SCALE DEVELOPMENT

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Elizabeth Page-Gould  University of Toronto

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- Work with a clear set of best practices for statistical analysis in the social sciences
- Understand the relationship between statistics and statistical inference
- Get to grips with the advent of big datasets
- Avoid common errors and pitfalls in the research design phase
- Communicate the results of analysis effectively and with impact
- Learn statistics as a journey in testing a hypothesis and exploring empirical data.

CONTENTS


UNDERSTANDING STATISTICAL ANALYSIS AND MODELING

Robert Bruhl  University of Illinois at Chicago

Understanding Statistical Analysis and Modeling presents a series of discussions regarding the logic underlying the application and interpretation of statistical techniques, with a focus on the application of statistical analysis to different types of human behaviour. It includes a significant discussion of probability theory, and uses this to describe the logic behind each of the techniques of statistical inference that it covers.

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Joseph F Hair, Jr University of South Alabama, Marko Sarstedt Otto-von-Guericke University, Magdeburg, Christian Ringle Hamburg University of Technology and Siegfried P Gudergan University of Newcastle

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Chava Frankfort-Nachmias University of Wisconsin, Milwaukee and Anna Leon-Guerrero Pacific Lutheran University

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Walking beginners through core aspects of collecting, visualizing, analyzing, and interpreting social network data, this book gets them up to speed on the theory and skills needed to conduct social network analysis. Using simple language and equations, the authors provide expert, clear insight into every step of the research process without making assumptions about what readers know.

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:
- Digital data and social networks
- Statistical models to use in SNA, like QAP and ERGM
- The structure and centrality of networks
- Networks through time and change
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CONTENTS

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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.

60 Seconds with the Authors

Amy Mollett, Cheryl Brumley, Chris Gilson and Sierra Williams

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Paper (9781412962223) • £26.99

October 2016
THE SAGE HANDBOOK OF SOCIAL MEDIA RESEARCH METHODS

Luke Sloan Cardiff University and Anabel Quan-Haase Western University, Canada

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A Guidebook for the Social Sciences

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

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- Ray Poynter, The Future Place

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Erin E Ruel Georgia State University

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- Ron Fricker, Virginia Tech

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Patricia Bazeley  Research Support Pty Limited

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- Building an integrative framework
- Developing sequential methods
- 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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Jessica T DeCuir-Gunby  NC State University and Paul A Schutz  The University of Texas at San Antonio

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QUALITATIVE RESEARCH
Analyzing Life
Johnny Saldana Arizona State University
and Matt Omasta Utah State University

This text presents a fresh approach to teaching and learning qualitative methods for social inquiry - one that focuses on analysis from the very beginning. This innovative work cultivates a skill set and literacy base that prepare readers to work strategically with their empirical materials in their own fieldwork.

CONSTRUCTIVIST APPROACHES AND RESEARCH METHODS
A Practical Guide to Exploring Personal Meanings
Pam Denicolo University of Reading,
Trevor Long Independent educator and
Kim Bradley-Cole University of Surrey

A welcome guide to an empirically grounded understanding of the constructivist approach. With its focus on research practice in a multitude of fields, it is of great value both for the budding researcher and the seasoned professional.

- Jörn Scheer, University of Giessen

Helping researchers understand the whys, whats and hows of conducting a rigorous constructivist research project, this book mixes theoretical underpinnings with practical values, explaining how to conduct interpretative, constructivist research from inception to completion. Key topics include:

• Understanding research philosophies and paradigms
• Constructing and exploring personal realities
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Alexa Hepburn and Galina B Bolden
both at Rutgers University

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• Time and sequencing
• Speech delivery and patterns
• Non-vocal conduct
• Emotive displays like laughter, tears, or pain
• Talk in non-English languages
• Helpful technological resources.

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Jean McNiff York St John University

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David Calvey, Manchester Metropolitan University

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- Mark Banks, University of Leicester

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