

Research Methods

2017

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Wherever you see the companion website or SAGE edge icons, you can access further resources.



Welcome...

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.

Thank you for being part of the SAGE story so far - we hope you enjoy reading and using our new offerings in 2017!

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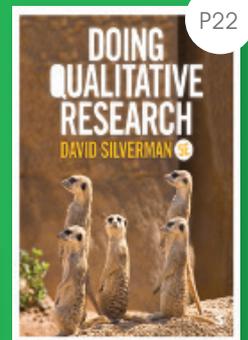
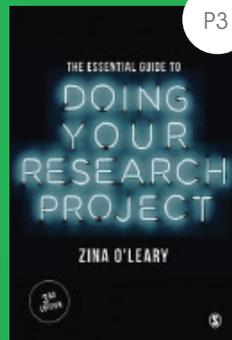
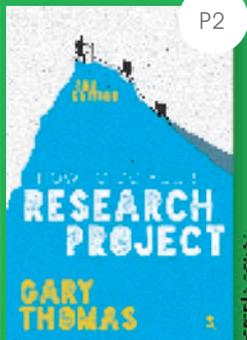
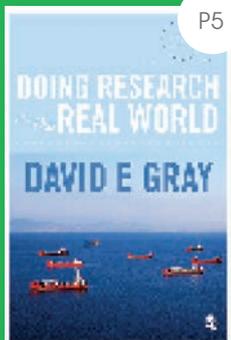
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 @SAGE_Methods

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.

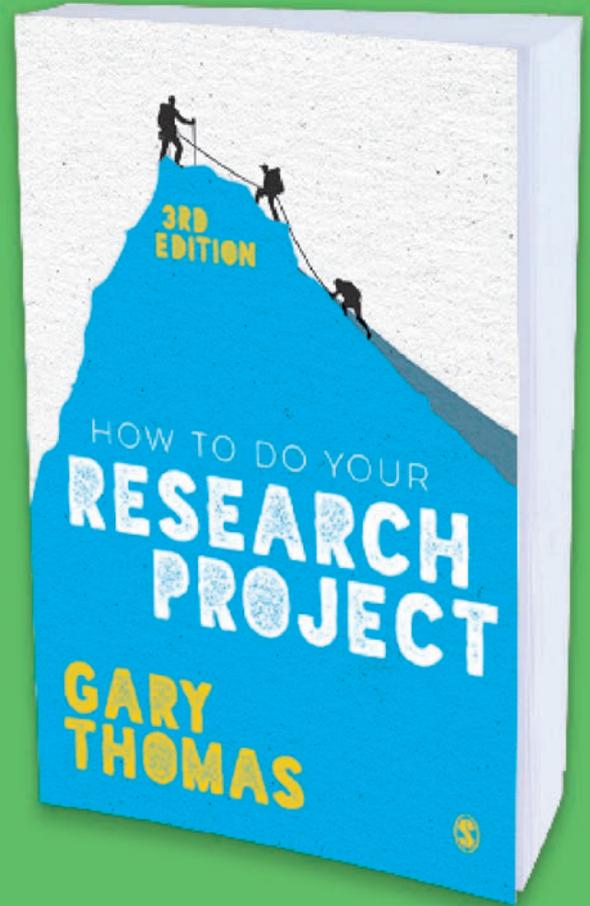
CONTENTS

Starting Points: Your Introduction / Preparing: Project Management, Ethics and Getting Clearance / The Literature Review / Decide on Your Question - Again / Methodology Part 1: Deciding on an Approach / Methodology Part 2: The Design Frame / The Right Tools for the Job: Data Gathering / How to Analyse and Discuss the Information You Gather / Concluding and Writing Up



companion website

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



sample cover

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.

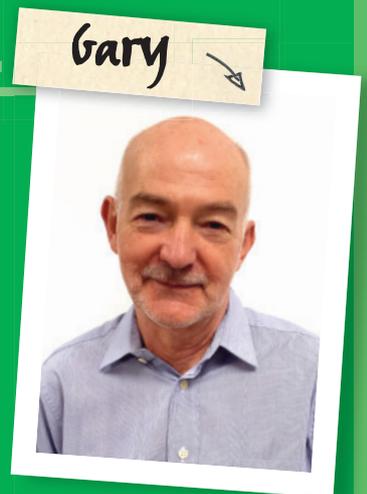
What top tip would you give to those new to research?

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.



NEW EDITION!

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:

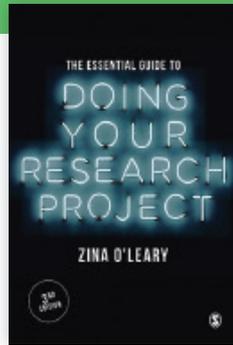
- A fully developed website with podcasts, videos, journal articles and examples of real projects
- Activities and worksheets to help you organize your time
- Learning objectives to sustain your momentum
- Top tips relating to key research skills
- Full glossary to test understanding and provide definitions
- 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

Taking the Leap into the Research World / Setting Up and Getting Started / Developing Your Research Question / Undertaking Credible and Ethical Research / Crafting a Research Proposal / Reviewing Literature / Designing a Research Plan / Understanding Methodologies: Quantitative and Qualitative Approaches / Understanding Methodologies: Mixed Approaches / Understanding Methodologies: Evaluative, Action-Oriented and Emancipatory Strategies / Identifying and Selecting Samples, Informants and Cases / Primary Data: Surveys, Interviews and Observation / Secondary Data: Existing Data, Online Generated Data and Previous Studies / Analysing Quantitative Data / Analysing Qualitative Data / The Challenge of Writing Up

IC companion website **March 2017 • 376 pages**
Cloth (9781473952072) • £75.00
Paper (9781473952089) • £24.99



NEW EDITION!

RESEARCHING SOCIETY AND CULTURE

Fourth Edition

Clive Seale *Brunel University*

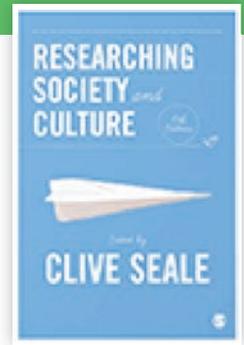
Written by internationally renowned experts, each chapter provides a full introduction to a key aspect of research methodology. From starting out to generating, analyzing and presenting data, this new edition covers foundational concepts in social research while keeping students on the pulse of topics 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.

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.

IC companion website **December 2017 • 710 pages**
Cloth (9781473947153) • £90.00
Paper (9781473947160) • £32.99



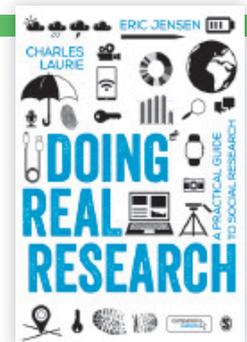
DOING REAL RESEARCH

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.

IC companion website **March 2016 • 400 pages**
Cloth (9781446273876) • £85.00
Paper (9781446273883) • £27.99



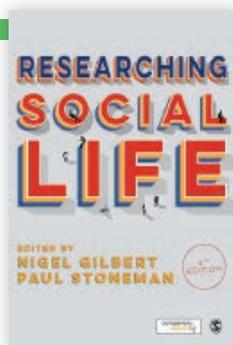
RESEARCHING SOCIAL LIFE

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.

IC companion website **December 2015 • 624 pages**
Cloth (9781446295441) • £90.00
Paper (9781446295458) • £32.99



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.

IC **2015 • 320 pages**
Cloth (9781446294239) • £79.00
Paper (9781446294246) • £27.99



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.



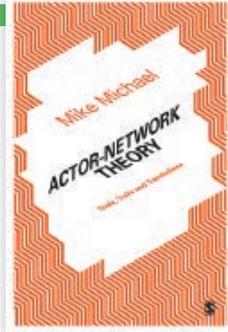
October 2017 • 672 pages
Paper (9781506361192) • £93.00

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

NEW EDITION!

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 (978148333472) • £32.99

DEVELOPING EFFECTIVE RESEARCH PROPOSALS

Third Edition

Keith F Punch *University of Western Australia*

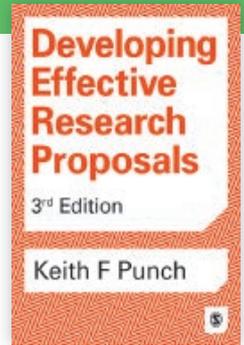
The latest edition of the step-by-step guide to success with your research proposal covers all sections of the proposal - everything that is needed to know on how to structure it, bring rigour to the methods section, impress readers and get proposals accepted.

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



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*

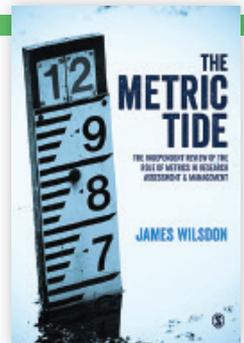
How to exercise the power that metrics hold to positive ends is the focus of this book. Taking a thorough look at potential uses and limitations of research metrics and indicators, the authors:

- 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



NEW EDITION!

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.

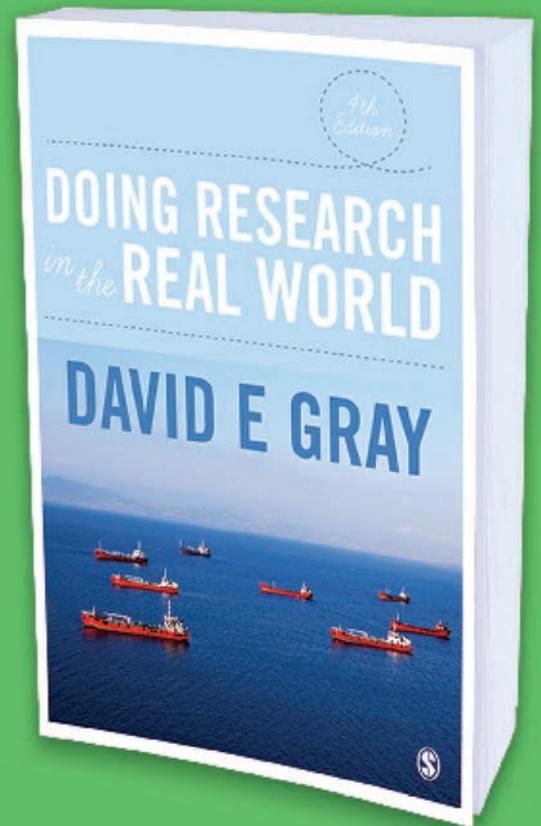
CONTENTS

PART A: PRINCIPLES AND PLANNING FOR RESEARCH / Theoretical Perspectives and Research Methodologies / Selecting and Planning Research Proposals and Projects / Research Ethics / Searching, Critically Reviewing and Using the Literature / PART B: RESEARCH METHODOLOGY / Quantitative Methods / Qualitative Methods / Using Mixed Methods / Sampling Strategies / Designing Descriptive and Analytical Surveys / Designing Case Studies / Designing Evaluations / Action Research and Change / PART C: DATA COLLECTION METHODS / Collecting Primary Data: Questionnaires & Surveys / Collecting Primary Data: Interviewing / Non Participant Observation / Ethnography and Participant Observation / Focus Groups / Unobtrusive Measures & Naturally Occurring Data / Visual Methods / Digital Research Methods / Secondary Data & Research / Data Management / PART D: ANALYSIS AND REPORT WRITING / Getting started using SPSS / Analysing and Presenting Quantitative Data / Getting started with Nvivo / Analysing and Presenting Qualitative Data / Writing up the Research / Planning Presentations and Vivas



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website

November 2017 • 864 pages
Cloth (9781473947269) • £110.00
Paper (9781473947276) • £35.99



sample cover

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 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.

David

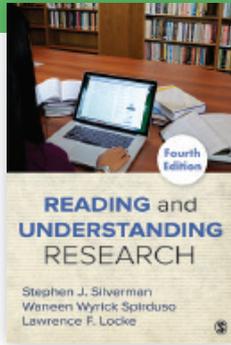


NEW EDITION!

READING AND UNDERSTANDING RESEARCH

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.

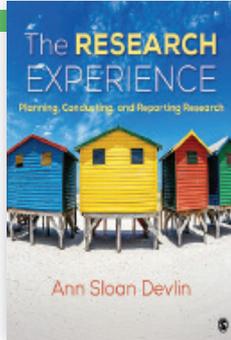
August 2017 • 320 pages
Paper (9781483331652) • £47.99

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
Paper (9781483379302) • £43.99

AN INTRODUCTION TO RESEARCH METHODS

Basavaraj S Kudachimath, K Shivashankar and L V Appasaba
all at *Visvesvaraya Technological University, Karnataka*

This comprehensive textbook of research methods and methodology is for scholars and students undertaking research activities in all streams. It introduces the fundamentals of the subject in simple and accessible language.

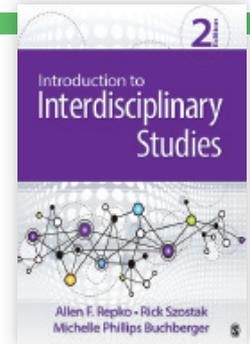
February 2016 • 208 pages
Paper (9789351509660) • £12.99

NEW EDITION!

INTRODUCTION TO INTERDISCIPLINARY STUDIES

Second Edition

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



This **Second Edition** provides a comprehensive introduction to interdisciplinary studies with an approach that is succinct, conceptual and practical. The authors effectively show students how to think like interdisciplinarians.



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

NEW EDITION!

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.

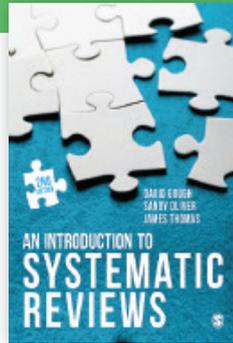
CONTENTS

Introducing Systematic Reviews / Stakeholder Perspectives and Participation in Reviews / Commonality and Diversity in Reviews / Getting Started with a Review / Finding Relevant Studies / Describing and Analysing Studies / Tools and Technologies for Information Management / Synthesis Methods for Combining and Configuring Textual or Mixed Methods Data / Synthesis: Synthesis Methods for Combining and Configuring Quantitative Data / Developing Justifiable Evidence Claims / Using Research Findings

March 2017 • 368 pages

Cloth (9781473929425) • £85.00

Paper (9781473929432) • £28.99



NEW EDITION!

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.

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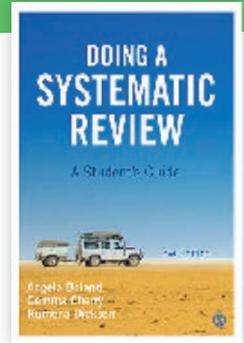
Carrying Out a Systematic Review as a Master's Thesis / Defining My Review Question and Identifying Inclusion Criteria / Developing My Search Strategy / Applying Inclusion Criteria / Data Extraction: Where Do I Begin? / Quality Assessment: Where Do I Begin / Understanding and Synthesizing My Numerical Data / Writing My Discussion and Conclusions / Reviewing Qualitative Evidence / Systematically Reviewing Economic Evaluations / Planning and Managing My Review / Disseminating My Review

companion
website

October 2017 • 232 pages

Cloth (9781473967007) • £75.00

Paper (9781473967014) • £26.99



sample cover

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 Corneli *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

Paper (9781506348704) • £18.99

ETHICS IN SOCIAL SCIENCE RESEARCH

Becoming Culturally Responsive Researchers

Maria K E Lahman *University of Northern Colorado*

Ethics in Social Science Research provides a thorough grounding in research ethics, along with examples of real-world ethical dilemmas in working with vulnerable populations. The text helps qualitative research students to design ethically and culturally responsive research with communities that may be very different from their own.

October 2017 • 296 pages
Paper (9781506328614) • £32.99

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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

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

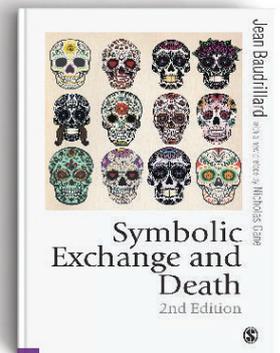
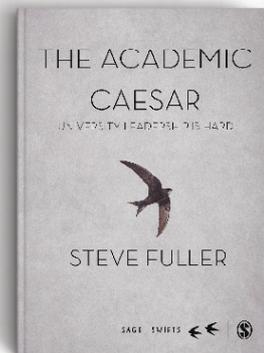
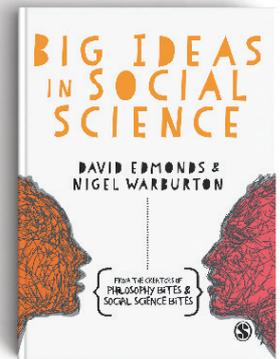
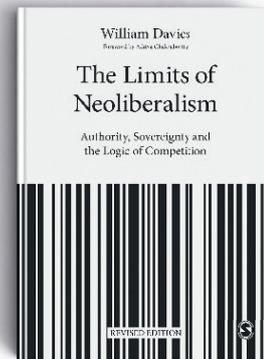
December 2016 • 240 pages
Cloth (9781473914520) • £85.00
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Since SAGE's inception over 50 years ago, our commitment to supporting the social sciences has been a core principle of our organization. Accordingly we feel a responsibility to get directly 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**

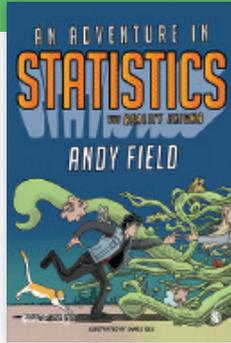


AN ADVENTURE IN STATISTICS

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!



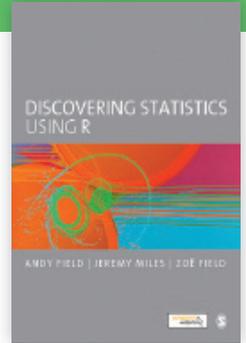
companion website

May 2016 • 768 pages
Cloth (9781446210444) • £90.00
Paper (9781446210451) • £32.99

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.



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DISCOVERING STATISTICS USING IBM SPSS

Fifth Edition

Andy Field *University of Sussex*

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Cloth (9781526419514) • £120.00
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STATISTICS FOR PEOPLE WHO (THINK THEY) HATE STATISTICS

Sixth Edition

International Student Edition

Neil J Salkind *The University of Kansas*

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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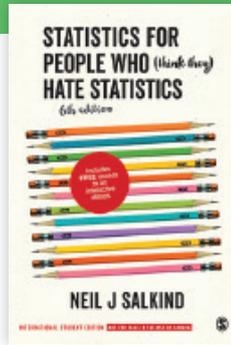
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- A supplemental study guide includes more examples and exercises for even more hands-on practice.
- Helpful icons highlight information that goes beyond the regular text, offer technical ideas and tips, provide step-by-step directions for processes, reinforce important points, and show students how to use the computer to perform select statistical tests.
- A free interactive eBook is available with the text to expand the learning experience, and includes new demonstration videos recorded with the author.

Special student pricing available. Contact your local rep for more information.

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September 2016 • 552 pages
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NEW EDITION!

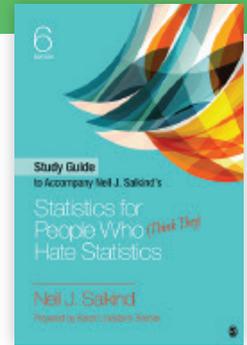
STUDY GUIDE TO ACCOMPANY NEIL J. SALKIND'S STATISTICS FOR PEOPLE WHO (THINK THEY) HATE STATISTICS

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 TESTS & 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 tests, the 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

PART I: IN THE BEGINNING... / Why Measurement? An Introduction / PART II: THE PSYCHOLOGY OF PSYCHOMETRICS / One Potato, Two Potatoes... Levels of Measurement and Their Importance / Getting It Right Every Time: Reliability and Its Importance / The Truth, the Whole Truth, and Nothing But the Truth: Validity and Its Importance / Welcome to Lake Woebegone, Where All the Children Are Above Average: Norms and Percentiles / Another Approach in Item Response Theory - A 'New' Kid on the Block / PART III: THE TAO AND HOW OF TESTING / Short Answer and Completion Items: Baskin Robbins® Has ___ Flavors / Essay Items: Hope You Can Write / Multiple-Choice Items: Always Pick Answer C and You'll Be Right about 25% of the Time / Matchmaker, Matchmaker, Make Me a Match: Matching Items / True-False Tests: T or F? I Passed My First Measurement Test / Portfolios: Seeing the Big Picture / So, Tell Me about Your Childhood: Interesting Interviews / PART IV: WHAT TO TEST AND HOW TO TEST IT / Achievement Tests: Who Really Discovered America? / Personality Tests: Type A, Type B, or Type C? / Aptitude Tests: What's in Store for Me? / Intelligence Tests: That Rubik's Cube Is Driving Me Nuts / Career Choices: So You Want to Be a What? / PART V: IT'S NOT ALWAYS AS YOU THINK: ISSUES IN TESTS AND MEASUREMENT / Test Bias: Fair for Everyone? / The Law, Testing, and Ethics: No Child (Should Be) Left Behind and Other Very Interesting Stuff / Appendix A: Your Tests and Measurement Statistics Toolkit / Appendix B: The Guide to (Almost) Every Test in the Universe / Appendix C: Answers to Practice Questions / Appendix D: A (Very Brief) Review of the Official Standards for Psychological and Educational Testing



June 2017 • 464 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



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website

November 2017 • 488 pages
Cloth (9781446298473) • £100.00
Paper (9781446298480) • £34.99

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:

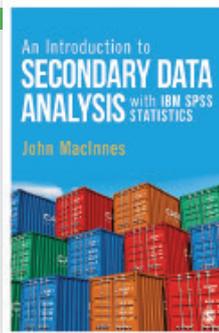
- Create a robust research question and design that suits secondary analysis
- Locate, access and explore data online
- Understand data documentation
- Check and 'clean' secondary data
- Manage and analyze data to produce meaningful results
- Replicate analyses of data in published articles and books.

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.



companion
website

December 2016 • 336 pages
Cloth (9781446285763) • £85.00
Paper (9781446285770) • £28.99



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

Introduction and R Instructions / Descriptive Statistics: Tabular and Graphical Methods / Descriptive Statistics: Numerical Methods / Introduction to Probability / Discrete Probability Distributions / Continuous Probability Distributions / Point Estimation and Sampling Distributions / Confidence Interval Estimation / Hypothesis Tests: Introduction, Basic Concepts, and an Example / Hypothesis Tests About μ and p : Applications / Comparisons of Means and Proportions / Simple Linear Regression / Multiple Regression



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November 2017 • 504 pages
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Paper (9781473924901) • £34.99



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.



companion
website

October 2017 • 480 pages
Cloth (9781446269824) • £95.00
Paper (9781446269831) • £39.99

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
- 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: APRACTICAL 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



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November 2017 • 364 pages
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SCALE DEVELOPMENT

Theory and Applications

Fourth Edition

Robert F DeVellis *University of North Carolina, Chapel Hill*

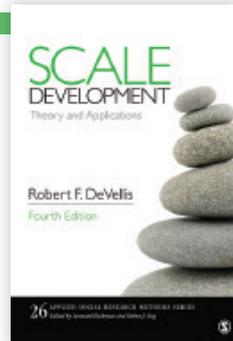
In this **Fourth Edition**, Robert F DeVellis demystifies measurement by emphasizing a logical rather than strictly mathematical understanding of concepts. The text supports readers in comprehending newer approaches to measurement, comparing them to classical approaches and grasping more clearly the relative merits of each. This edition addresses new topics that relate to modern measurement approaches and includes additional exercises and topics for class discussion.

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Understanding the Latent Variable / Reliability / Validity / Guidelines in Scale Development / Factor Analysis / An Overview of Item Response Theory / Measurement in the Broader Research Context

APPLIED SOCIAL RESEARCH METHODS

April 2016 • 280 pages
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MASTERING STATISTICS

Elizabeth Page-Gould *University of Toronto*

Provides readers with the statistical tools to test almost any hypothesis and research question. By teaching complex analyses in simple, straightforward language, and with an emphasis on statistical flexibility, this book enables readers to:

- Choose and apply the best statistical approach for their research design
- Get a buffet-style introduction to the major advanced statistical techniques
- 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.

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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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NEW EDITION!

SOCIAL STATISTICS FOR A DIVERSE SOCIETY

Eighth Edition

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

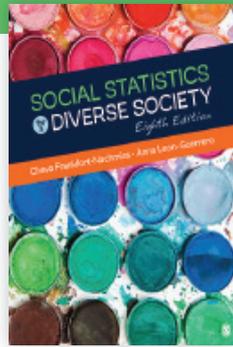
This new edition of **Social Statistics for a Diverse Society** continues to emphasize intuition and common sense, while demonstrating the link between the practice of statistics and important social issues. Recognizing that today's students live in a world characterized by a growing diversity and richness of social differences, authors Chava Frankfort-Nachmias and Anna Leon-Guerrero help students learn key sociological concepts through real research examples related to the dynamic interplay of race, class, gender and other social variables. In addition, guides for reading and interpreting the research literature help students understand key concepts, while SPSS demonstrations and a rich variety of exercises help them hone their problem-solving skills.

CONTENTS

The What and the Why of Statistics / The Organization and Graphic Presentation of Data / Measures of Central Tendency / Measures of Variability / The Normal Distribution / Sampling and Sampling Distributions / Estimation / Testing Hypotheses / Bivariate Tables / The Chi-Square Test and Measures of Association / Analysis of Variance / Regression and Correlation



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AN INTRODUCTION TO STATISTICS

An Active Learning Approach

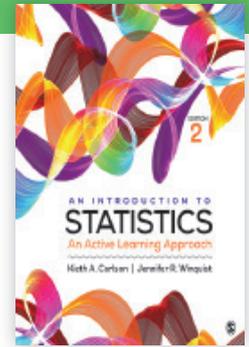
Second Edition

Kieth A Carlson and **Jennifer R Winquist**
both at *Valparaiso University*

This book is unique in the depth of its active pedagogical approach to learning statistics. The **Second Edition** is based on contemporary research on memory and the 'testing effect' which requires students to answer questions to facilitate their long-term retention.



March 2017 • 528 pages
Paper (9781483378732) • £58.00



ADVANCED ISSUES IN PARTIAL LEAST SQUARES STRUCTURAL EQUATION MODELING

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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June 2017 • 272 pages
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NEW EDITION!

INTRODUCTORY STATISTICS USING SPSS

Second Edition

Herschel Knapp *University of Southern California*

The updated **Second Edition** of Herschel Knapp's friendly and practical introduction to statistics shows students how to properly select, process, and interpret statistics without heavy emphasis on theory, formula derivations, or abstract mathematical concepts. Each chapter is structured to answer questions that students most want answered:

- What statistical test should I use for this situation?
- How do I set up the data?
- How do I run the test?
- How do I interpret and document the results?

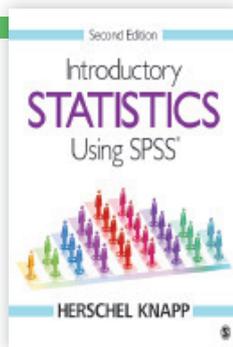
Online tutorial videos, examples, screenshots, and intuitive illustrations help students 'get the story' from their data as they learn by doing, completing practice exercises at the end of each chapter using prepared downloadable datasets.

CONTENTS

PART I: STATISTICAL PRINCIPLES / Research Principles / Sampling / Working in SPSS / PART II: STATISTICAL PROCESSES / Descriptive Statistics / t Test and Mann-Whitney U Test / ANOVA and Kruskal-Wallis Test / Paired t Test and Wilcoxon Test / Correlation and Regression—Pearson and Spearman / Chi-Square / PART III: DATA HANDLING / Supplemental SPSS Operations



December 2016 • 312 pages
Paper (9781506341002) • £59.00



INTERMEDIATE STATISTICS USING SPSS

Herschel Knapp *University of Southern California*

This applied text combines clear explanations of intermediate-level statistics with a rich set of exercises to develop students' skills in selecting, performing and evaluating statistical tests. Each exercise involves writing a brief abstract so that students can translate results into a cohesive and concise story about their data.

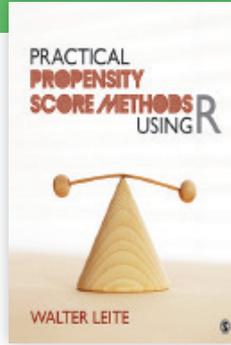


November 2017 • 432 pages
Paper (9781506377438) • £68.00

PRACTICAL PROPENSITY SCORE METHODS USING R

Walter Leite *University of Florida*

Walter Leite uses examples to guide students through the steps of using the R software to implement propensity score methods. He also presents the theoretical background needed to be able to understand the methodological choices being made at each step, and the advantages and disadvantages of competing methods.



January 2017 • 224 pages
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UNDERSTANDING REGRESSION MODELS

Statistics for Longitudinal and Contextual Analysis

Blair Wheaton *University of Toronto* and
Marisa Young *McMaster University*

This comprehensive text takes a step-by-step approach in the presentation of regression models, emphasizing the importance of considering complexity and how the methods involved can be used across a number of disciplines.



October 2017 • 504 pages
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NEW EDITION!

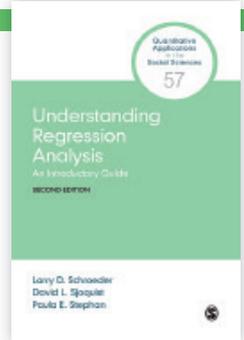
UNDERSTANDING REGRESSION ANALYSIS

An Introductory Guide

Second Edition

Larry D Schroeder *Syracuse University*, David L Sjoquist *Georgia State University* and Paula E Stephan *Georgia State University*

This guide presents the fundamentals of regression analysis, from its meaning to uses, in a concise, easy-to-read and non-technical style. The **Second Edition** features new references to modern software output.



QUANTITATIVE APPLICATIONS IN THE SOCIAL SCIENCES

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AN INTRODUCTION TO DATA SCIENCE

First Edition

Jeffrey S Saltz and Jeffrey M Stanton both at *Syracuse University*

An Introduction to Data Science is an easy-to-read data science textbook for those with no prior coding knowledge. It features exercises at the end of each chapter, author-generated tables and visualizations, and R code examples throughout.

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PRESENTING DATA EFFECTIVELY

Communicating Your Findings for Maximum Impact

Second Edition

Stephanie D H Evergreen *Evergreen Data and Evaluation, LLC*

This book focuses on the best possible communication strategies for anyone working with data. From students developing a research poster to faculty presenting data findings at a conference, it provides the guiding principles of presenting data in evidence-based ways so that audiences are more engaged and researchers are better understood.



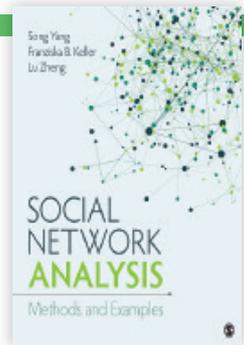
August 2017 • 240 pages
Paper (9781506353128) • £44.99

SOCIAL NETWORK ANALYSIS

Methods and Examples

Song Yang *University of Arkansas*,
Franziska B Keller *Hong Kong University of Science and Technology*
and Lu Zheng *Tsinghua University*

This innovative book prepares social science students to conduct their own social network analysis (SNA) by covering basic methodological tools. It provides substantial examples from politics, work and organizations, mental and physical health, and crime and terrorism studies.



January 2017 • 248 pages
Paper (9781483325217) • £43.99

NEW EDITION!

ANALYZING SOCIAL NETWORKS

Second Edition

Stephen P Borgatti *University of Kentucky*, **Martin G Everett** *Manchester University* and **Jeffrey C Johnson** *East Carolina University*

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
- Egonets and cohesive subgroups.

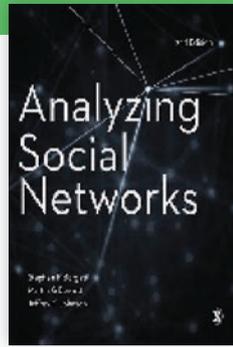
CONTENTS

Mathematical Foundations / Research Design / Data Collection / Data Management / Multivariate Techniques Used in Network Analysis / Visualization / Testing Hypotheses / Characterizing Whole Networks / Centrality / Subgroups / Equivalence / Analyzing Two-Mode Data / Large Networks / Ego Networks



companion website

November 2017 • 360 pages
Cloth (9781526404091) • £85.00
Paper (9781526404107) • £29.99



sample cover

SOCIAL NETWORK ANALYSIS

Fourth Edition

John Scott *University of Exeter*

Incorporating the most important and cutting-edge developments in the field, this bestselling text introduces newcomers to the key theories and techniques of social network analysis (SNA) and guides more experienced analysts in their own research.

While remaining highly authoritative, this new edition has the novice researcher fully in mind, and has been updated with:

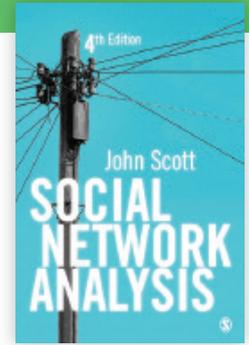
- A chapter on data collection
- Examples which reiterate the continued importance of SNA in an increasingly interconnected world and help to understand how SNA helps social scientists identify and understand dynamics of social change
- Detailed 'Further Reading' sections
- Practical exercises including real-world examples of social networks.

CONTENTS

What is Social Network Analysis? / The History of Social Network Analysis / Data Collection for Social Network Analysis / Organizing and Analyzing Network Data / Terminology for Network Analysis / Popularity, Mediation and Exclusion / Groups, Factions and Social Divisions / Structural Locations, Classes and Positions / Social Change and Development / Visualizing and Modelling



February 2017 • 280 pages
Cloth (9781473952119) • £90.00
Paper (9781473952126) • £30.99



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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

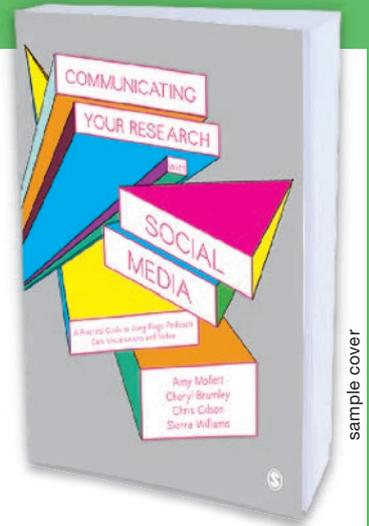
- Connect and collaborate with other researchers
- Measure and quantify research communication efforts for funders
- Provide research evidence in innovative digital formats
- Reach wider, more engaged audiences in academia and beyond.

CONTENTS

Social Media: Why It Matters and What It Can Do / Social Media and the Research Lifecycle / Creating and Sharing Blog Posts / Creating and Sharing Infographics and Data Visualizations / Creating and Sharing Audio and Podcasts / Creating and Sharing Photos and Videos on Social Media / Digital Strategies for Research Dissemination, Engagement and Impact



April 2017 • 328 pages
Cloth (9781412962216) • £75.00
Paper (9781412962223) • £26.99



sample cover

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 the art world by posting live events and talks to YouTube and Facebook. 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*

January 2017 • 728 pages
Cloth (9781473916326) • £120.00

AN INTRODUCTION TO TEXT MINING

Research Design, Data Collection, and Analysis

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

This is the ideal introduction for students seeking to collect and analyze textual data from online sources. It covers the most critical issues that they must take into consideration at all stages of their research projects.



October 2017 • 384 pages
Paper (9781506337005) • £43.99

DESIGNING QUALITY SURVEY QUESTIONS

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

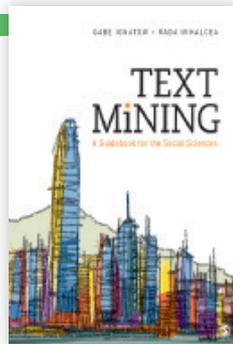
Designing Quality Survey Questions provides specific advice on question wording and addresses challenges such as demographic language preferences, engaging question design and factors that influence survey responses. The book includes numerous examples of questions to illustrate each identified principle of question construction.

December 2017 • 224 pages
Paper (9781506330549) • £26.99

TEXT MINING

A Guidebook for the Social Sciences

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



This is a clear, comprehensive and thorough description of new text mining techniques and their applications: a "must" for students and social researchers who wish to understand how to tackle the challenges raised by Big Data.

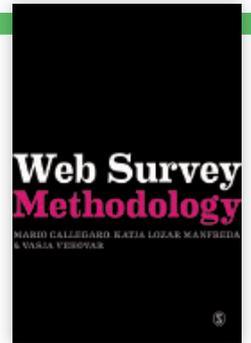
- **Aude Bicquelet**, *London School of Economics*



May 2016 • 208 pages
Paper (9781483369341) • £36.99

WEB SURVEY METHODOLOGY

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



This is an excellent, academic standard, book that every serious market researcher should own and consult. The authors have compiled an immense amount of useful and well-referenced information about every aspect of web surveys, creating an invaluable resource.

- **Ray Poynter**, *The Future Place*

RESEARCH METHODS FOR SOCIAL SCIENTISTS



2015 • 344 pages
Cloth (9780857028600) • £79.00
Paper (9780857028617) • £27.99

100 QUESTIONS (AND ANSWERS) ABOUT SURVEY RESEARCH

Erin E Ruel *Georgia State University*

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

SAGE 100 QUESTIONS AND ANSWERS

November 2017 • 200 pages
Paper (9781506348827) • £18.99

DOING SURVEYS ONLINE

Vera Toepoel *Utrecht University*

An authoritative yet easily accessible primer covering all aspects of how to conduct good, rigorous web-based surveys. In it, Vera Toepoel clearly and concisely summarizes the state of the art using the most up-to-date and authoritative research sources.

- Ron Fricker, *Virginia Tech*



November 2015 • 280 pages
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DESIGNING AND CONDUCTING MIXED METHODS RESEARCH

Third Edition

International Student Edition

John W Creswell *University of Michigan*
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Combining the latest thinking about mixed methods research designs with practical, step-by-step guidance, the **Third Edition** includes coverage of two new mixed methods designs – transformative and multiphase – as well as the newest thinking about the use of software in the process of mixed methods analysis.

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August 2017 • 512 pages
Paper (9781506386621) • £47.99

INTEGRATIVE ANALYSIS FOR MIXED METHODS RESEARCH

Patricia Bazeley *Research Support Pty Limited*

This book goes beyond mixed methods research design and data collection to provide a pragmatic discussion of the challenges of effectively integrating data to encourage a more comprehensive and rigorous level of analysis. Showcasing a range of strategies for integrating different sources and forms of data, as well as different approaches in analysis, and with clear steps that can be tailored to any project, it helps readers plan, conduct, and disseminate complex analyses with confidence. Key techniques covered include:

- 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.

CONTENTS

PART I: FOUNDATIONS FOR INTEGRATED ANALYSIS / A Context for Integrated Mixed Methods Analyses / Planning for Analysis / Interpreting Data / PART II: INTEGRATIVE ANALYSIS STRATEGIES / Sequential Development – Guiding Design and Analysis / Integrating Complementary Data Sources / Analysing Linked Data: Seeking Patterns and Contrasts / From Categories and Counts to Content Analysis and ‘Big Data’ / Integration through Data Transformation – One Source, Dual Analyses / Narrative, Blended, and Hybrid Methods: Inextricably Interwoven Approaches to Integrating Data / Exploring Dissonance and Divergence / PART III: BUILDING WARRANTED ASSERTIONS / Generating Coherent Results / Quality, Validity, and Generalisation / Writing Up Mixed Methods Analyses



October 2017 • 360 pages
Cloth (9781412961851) • £85.00
Paper (9781412961868) • £28.99



DEVELOPING A MIXED METHODS PROPOSAL

A Practical Guide for Beginning Researchers

Jessica T DeCuir-Gunby *NC State University* and Paul A Schutz *The University of Texas at San Antonio*

This practical, hands-on guide helps beginning researchers create a mixed methods research proposal for their dissertations, grants or general research studies.

MIXED METHODS RESEARCH SERIES

August 2016 • 288 pages
Paper (9781483365787) • £22.99

AN INTRODUCTION TO FULLY INTEGRATED MIXED METHODS RESEARCH

Elizabeth G Creamer *Virginia Polytechnic Institute and State University, Blacksburg*

An Introduction to Fully Integrated Mixed Methods Research will help students and researchers understand how to design a fully integrated mixed methods study. Creamer's practical and original approach enables students and researchers to feel confident when designing their own fully integrated mixed methods studies to answer their research questions.



April 2017 • 344 pages
Paper (9781483350936) • £49.99

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SMALL-SCALE EVALUATION

Principles and Practice

Second Edition

Colin Robson *University of Huddersfield*

Using limited jargon and featuring student-focused pedagogy and text design, this **Second Edition** offers a clear, accessible background to evaluation and prepares you to undertake small-scale evaluation research. Taking a pragmatic approach that balances theory and practice, the author discusses the pros and cons of evaluation, introduces different designs and approaches, and shows how to communicate research findings effectively to achieve impact.

Key features include a detailed discussion of:

- Realist evaluation methodology
- The advantages and disadvantages of randomised controlled trials
- Ethical issues
- Digital tools and online spaces for evaluation
- Working as an experienced evaluator.

Focused on the practical realities of carrying out small-scale evaluation, this book will be an ideal guide for any social scientist conducting evaluation research.

CONTENTS

Evaluation: The What and the Why / The Advantages of Collaboration / Evaluation Designs / Designing Your Evaluation / Ethical and Political Considerations / Practicalities / Dealing with the Data / Communicating the Findings / The Future

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ECONOMIC EVALUATION IN EDUCATION

Cost-Effectiveness and Benefit-Cost Analysis

Third Edition

Henry M Levin *Teachers College, Columbia University*,
Patrick J McEwan *Wellesley College*, Clive Belfield *Teachers College, Columbia University*, Alyshia Brooks Bowden
and Robert Shand

This book provides students with the step-by-step methods needed to plan and implement a cost-analysis study. Through the use of numerous examples drawn from the applied literature, the authors demonstrate the four major techniques of cost analysis: cost-effectiveness, cost-benefit, cost-utility, and cost-feasibility.

October 2017 • 272 pages
Paper (9781483381800) • £41.99

MIXED METHODS PROGRAM EVALUATION

Donna M Mertens *Gallaudet University*

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A Systematic Approach

Eighth Edition

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AN INTRODUCTION TO EVALUATION

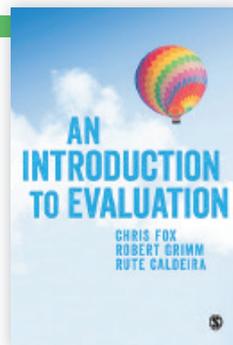
Chris Fox *Manchester Metropolitan University*, Robert Grimm *Ipsos Political and Social Research* and Rute Caldeira *Head of Monitoring, Evaluation and Learning at Transparency International*

Offers a refreshingly applied view of evaluation and shows how to fit methods and techniques to the contrasting circumstances and needs of different projects. Its cross-theory approach and practical examples will help advanced students and researchers alike address the real tensions that evaluators today face.'

- David Parsons, *Leeds Beckett University*



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SAGE researchmethods

What every researcher needs

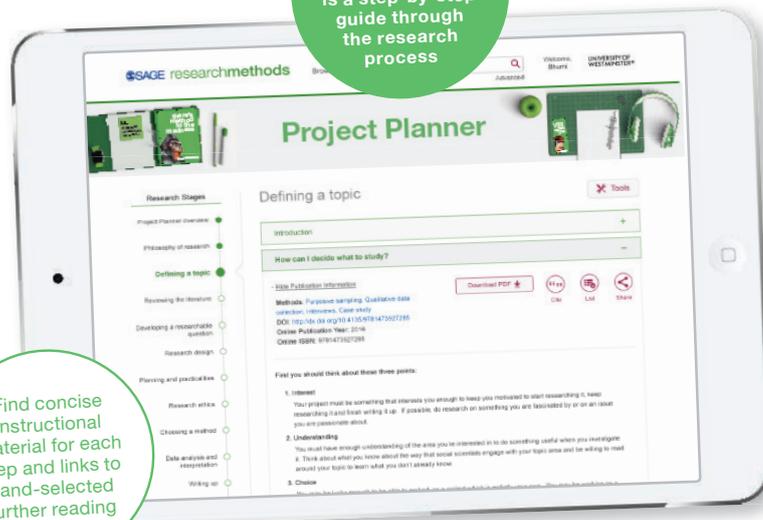
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EVALUATING RESEARCH

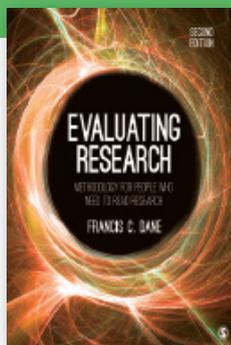
Methodology for People Who
Need to Read Research

Second Edition

Francis C Dane *Jefferson
College of Health Sciences*

Rather than showing readers how to do research, this book focuses on ensuring that they can understand and interpret research articles and know how to evaluate what was done in the research.

August 2017 • 264 pages
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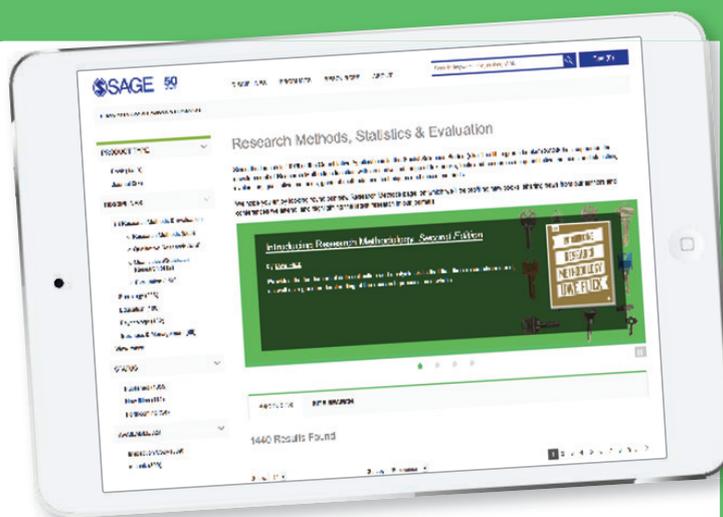
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Fifth Edition

David Silverman *Visiting Professor, University of Technology, Sydney*

Accessible, practical, and packed with indispensable advice, this bestselling textbook is the perfect hands-on guide for any student embarking on their own research. With expert advice from the author and real-life experiences from students, this book shows you how to go from the ideas of research to the practicalities of designing, conducting, and writing about your research yourself.

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- An improved structure that takes you step-by-step from start to finish
- An overview and practical guidance on mixed methods and working with different kinds of data.

Loaded with David's tips for success and dynamic digital resources, this Fifth Edition secures its place as the 'take this everywhere' textbook that supports students both in the classroom and in the field.

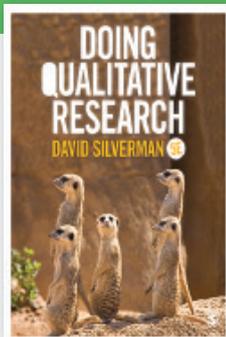
CONTENTS

PART I: INTRODUCTION / How to Use This Book / What You Can and Can't Do With Qualitative Research / Focusing a Research Project / PART II: STARTING OUT AND PROJECT FOUNDATIONS / Ethical Research / What Counts as 'Originality'? / Issues in Research Design / Using Theories and Understanding Research Paradigms / Formulating a Research Question / Choosing a Methodology / Writing a Research Proposal / PART III: GETTING SUPPORT / Making Good Use of Your Supervisor / Getting Feedback / PART IV: COLLECTING AND ANALYSING DATA / How Many Cases Do You Need? / Collecting Your Data / Developing Data Analysis / Using Computers to Analyse Qualitative Data / Quality in Qualitative Research / Evaluating Qualitative Research / Effective Qualitative Research / PART V: WRITING UP YOUR RESEARCH / Considering Your Audience / The First Few Pages / The Literature Review Section / The Methodology Section / The Data Section / The Conclusion / PART VI: MAKING THE MOST OF YOUR RESEARCH / Surviving an Oral Examination / Getting Published



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NEW EDITION!

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This bestseller guides students and researchers through the process of doing qualitative research, clearly explaining how different theoretical approaches inform what you do in practice. The text bridges the gap between a 'cookbook' approach and a more abstract approach to qualitative research by posing the kind of questions that you should be asking yourself.

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- Covers the full research process, with new material on analyzing and interpreting data, and research ethics
- Challenges you to be creative with how you research and what you find
- Explores qualitatively-led approaches to mixed methods, and their implications for research design and practice.

A theoretically engaged, grounded approach to qualitative researching, this is the ideal text to guide students and researchers to become thoughtful, creative and effective qualitative researchers.



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THE SAGE QUALITATIVE RESEARCH KIT

Collection

Second Edition

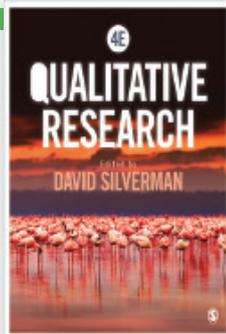
Edited by **Uwe Flick** *Free University Berlin*

Fully updated and expanded to ten volumes, this **Second Edition** of **The SAGE Qualitative Research Kit** contains the essential, state-of-the-art tools for those engaging in qualitative research. Bringing together concise, practical texts by leading academics in the field, the Kit guides students and researchers through designing and carrying out research using the full range of qualitative methods, from focus groups and interviews to ethnography and discourse analysis. Two brand new titles extend the coverage to take in grounded theory and triangulation and mixed methods.

All books are extensively cross-referenced, making this a cohesive and invaluable resource for those teaching or learning in the disciplines of the social sciences, health and education.

QUALITATIVE RESEARCH KIT

September 2017 • 1280 pages
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QUALITATIVE RESEARCH

Fourth Edition

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May 2016 • 480 pages
Cloth (9781473916562) • £90.00
Paper (9781473916579) • £31.99

THE SAGE HANDBOOK OF QUALITATIVE DATA COLLECTION

Edited by **Uwe Flick** *Free University Berlin*

Qualitative research has now established itself beyond the original disciplines like Sociology, Anthropology and Education in fields such as Nursing, Medicine, Social Work, Psychology, Information Science and Political Sciences. As qualitative research has expanded, so have the number of different methods and approaches for data collection. **The SAGE Handbook of Qualitative Data Collection** is thus a timely overview of the methodological developments available to social science researchers. Through contributions from internationally leading scholars in the field, the handbook offers a cutting-edge look at key themes including:

- Concepts, Contexts, Basics
- Verbal Data
- Digital and Internet Data
- Triangulation and Mixed Methods
- Collecting Data in Specific Populations.

December 2017 • 608 pages
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NEW EDITION!

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Choosing Among Five Approaches

Fourth Edition

International Student Edition

John W Creswell *University of Michigan* and
Cheryl-Anne Poth *University of Alberta*

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New in this edition:

- Updated materials on each tradition
- More on interpretive frameworks and ethics
- More visual depictions of the five approaches
- Two new topical articles in Chapter 5, reproduced in full in the appendices.

Special student pricing available. Contact your local rep for more information.

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Philosophical Assumptions and Interpretive Frameworks / Designing a Qualitative Study / Five Qualitative Approaches to Inquiry / Five Different Qualitative Studies / Introducing and Focusing the Study / Data Collection / Data Analysis and Representation / Writing a Qualitative Study / Standards of Validation and Evaluation / "Turning the Story" and Conclusion



April 2017 • 472 pages
Paper (9781506361178) • £64.00

NEW EDITION!

THE SAGE HANDBOOK OF QUALITATIVE RESEARCH

Fifth Edition

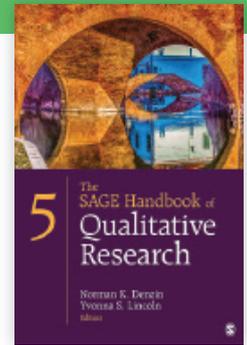
Edited by **Norman K Denzin** *University of Illinois* and **Yvonna S Lincoln** *Texas A&M University*

Presenting leading new contributions in the theory and practice of qualitative inquiry, this landmark handbook has been a publishing phenomenon in the Human Sciences since it first published in 1994. As with earlier editions, the **Fifth Edition** is virtually a new volume, with 19 new chapters added, 17 substantially revised and six classic chapters reprinted from previous editions. The editors and contributors address issues of social justice and examine how people's struggles can inform public issues and in turn be transformed into social policy.

CONTENTS

Part I: Locating The Field / Part II: Paradigms and Perspectives in Contention / Part III: Strategies of Inquiry / Part IV: Methods of Collecting and Analyzing Empirical Materials / Part V: The Art And Practices Of Interpretation, Evaluation, and Presentation / Part VI: Into The Future of Qualitative Research

April 2017 • 856 pages
Cloth (9781483349800) • £97.00



REFLEXIVITY

A Critical Guide

Tim May and **Beth Perry** both
at *University of Salford*

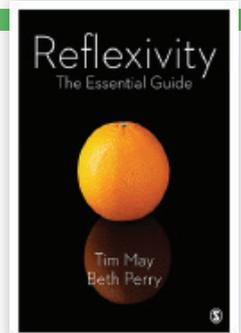
In this state-of-the-art guide readers are introduced to a host of influential thinkers and their key ideas on reflexivity. Incorporating examples from a range of disciplines and research settings, this book gives readers the knowledge and skills necessary to challenge accepted truths and to practice reflexivity in their own research. This guide:

- Reasserts the importance of reflexivity in social research
- Firmly locates the concept in the history of ideas
- Explores key questions of ontology and epistemology
- Presents key thinkers and concepts in easy-to-understand learning boxes
- Draws on the authors' extensive experience of real research settings.

CONTENTS

Thought and Knowledge in the History of Ideas / Will, Interpretation and Being / Pragmatism, Practice and Language / Critique and Transformation / Power and Action / The Dynamics of Science in Society / Experiences from the Field / Reflexivity Realised

June 2017 • 256 pages
Cloth (9781446295168) • £75.00
Paper (9781446295175) • £26.99

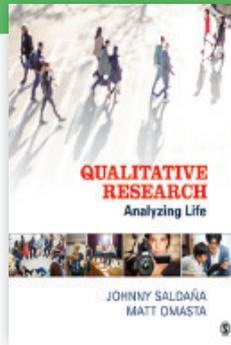


QUALITATIVE RESEARCH

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.

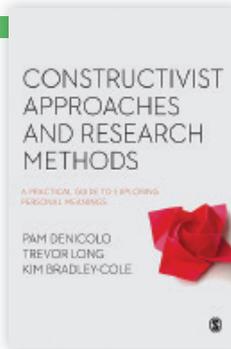


March 2017 • 488 pages
Paper (9781506305493) • £52.00

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
- Establishing effective research procedures
- Evaluating grids, mapping, narrative and other methods
- Managing fieldwork practicalities
- Analyzing and presenting data.

CONTENTS

PART I: MAKING DECISIONS BASED ON PHILOSOPHY, THEORY AND PROJECT PURPOSE / Introduction and Orientation to Constructivist Research / Understanding the Nature of Constructivist Approaches / Linking Philosophy and Theory to Research Purpose / Constructing Personal Realities / PART II: PRACTICALITIES OF ENGAGING IN CONSTRUCTIVIST RESEARCH / Exploring Personal Realities / Setting the Climate for Effective Research Encounters / An Evaluation of a Range of Potential Research Techniques / An Evaluation of a Range of Potential Research Designs / Realities and Practicalities in Managing Fieldwork / Data Analysis, Meaning Interpretation and Management/Presentation Issues / PART III: HOW OTHERS HAVE USED PCP - SAMPLE RESEARCH CASES / Cases Using Different Designs / Constructive Alternatives, Psychic Mirrors and Narrative Turns: Reflections on a Lifetime as a Personal Construct Researcher

September 2016 • 248 pages
Cloth (9781473930292) • £100.00
Paper (9781473930308) • £32.99

PARTICIPATORY RESEARCH

Why and How to Involve People in Research

Dirk Schubotz *Queen's University Belfast*

Both a general introduction and a hands-on guide, with this book students learn both the fundamental principles and practical strategies of how and when to choose and apply participatory research methods.

Tackling, head-on, the need to re-assess the way we involve people in research, the book:

- Provides a thorough grounding in the history and theoretical issues for each method
- Showcases participatory research in action through on-the-ground case study examples
- Addresses the impact of digital technologies on major questions of how we involve people in research
- Guides the reader through project exercises that can be embedded in research practice.

CONTENTS

Participatory Observation / Group Discussion Methods / Action Research / Research Involving Lay Researchers / Survey Methods / Online and Visual Methods in Participatory Research



December 2017 • 204 pages
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TRANSCRIBING FOR SOCIAL RESEARCH

Alexa Hepburn and Galina B Bolden
both at Rutgers University

This book demonstrates how best to represent talk and interaction in a manageable and academically credible way that enables analysis. Drawing on the Jeffersonian transcription conventions it describes and assesses key methodological and epistemological debates about the status of transcription research while also setting out best practice for handling different types of data and forms of social interaction.

Featuring transcribing basics as well as important recent developments, this book guides readers through:

- 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.

CONTENTS

Getting Started with Transcription / Timing and Sequencing in Transcription / Transcribing Speech Delivery / Transcribing Aspiration and Laughter / Transcribing Crying, Expressions of Pain and Other Non-Speech Sounds / Transcribing Visible Conduct / Transcribing for Languages Other than English / Technological Resources for Transcription / Comparisons, Concerns and Conclusions



May 2017 • 192 pages
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Paper (9781446247044) • £26.99



NEW EDITION!

SITUATIONAL ANALYSIS

Grounded Theory After the Postmodern Turn

Second Edition

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

This ground-breaking book offers an innovative approach to grounded theory - situational analysis - useful in a wide range of qualitative research settings. It also features chapters on mapping and analyzing discourse materials - narrative, visual and historical.



September 2017 • 320 pages
Paper (9781452260907) • £56.00

ACTION RESEARCH

All You Need to Know

Jean McNiff York St John University

The complete start to finish guide to doing action research with impact.

This book gives students all they need to know about action research, why they need to know it and how it can help them become a self-reflective practitioner-researcher. It provides the ideas and frameworks to understand action research, combined with a practical workbook to guide through the practicalities and complexities of doing action research in different contexts.

Inside readers will find:

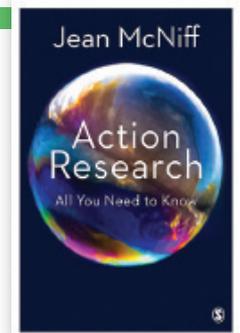
- An action plan to help them embark on their project
- Guidance and advice on learning to ask the right questions
- A full resource on writing up and communicating results
- Inspiration to explain the significance of what has been achieved.

CONTENTS

PART I: WHAT DO I NEED TO KNOW? / What is Action Research? / Who Can Do Action Research? / The Values Base of Action Research / Critical Times for Action Research / PART II: WHY DO I NEED TO KNOW? / Why Do Action Research? / The Responsibility of Practitioner-Researchers: Contributing to New Practices / The Responsibility of Practitioner-Researchers: Contributing to New Practices / The Responsibility of Practitioner-Researchers: Engaging with the Literatures / PART III: HOW DO I FIND OUT? / Thinking about Doing an Action Research Project / Planning to Do Your Action Research / Carrying Out Your Action Plans / Evaluating the Quality of Your Plans and Research / PART IV: HOW DO I GENERATE EVIDENCE TO TEST THE VALIDITY OF MY KNOWLEDGE CLAIMS? / Monitoring Practices and Gathering Data / Working With Data: Analysing, Authenticating and Interpreting / Generating Evidence from the Data and Making Knowledge Claims: Summary Chapter / PART V: HOW DO I TEST AND CRITIQUE MY KNOWLEDGE? / Testing the Validity of Your Knowledge Claim / Establishing the Legitimacy of Your Knowledge Claim / PART VI: HOW DO I REPRESENT AND COMMUNICATE MY KNOWLEDGE? / Thinking about Writing Your Dissertation / Writing Up Your Dissertation / PART VII: HOW DO I SHOW THE SIGNIFICANCE OF MY KNOWLEDGE? / The Significance of It All



April 2017 • 280 pages
Cloth (9781473967465) • £85.00
Paper (9781473967472) • £29.99



NEW EDITION!

A GUIDE TO QUALITATIVE FIELD RESEARCH

Third Edition

Carol A Bailey Virginia Tech

A Guide to Qualitative Field Research thoroughly explains the entire research process from selecting a topic to writing the final manuscript. This new edition provides expanded guidance on online and social media research as well as additional examples from experienced researchers.



November 2017 • 256 pages
Paper (9781506306995) • £36.99

USING SOCIAL MEDIA FOR QUALITATIVE RESEARCH

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.

October 2017 • 176 pages
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Bestsellers in Research Methods

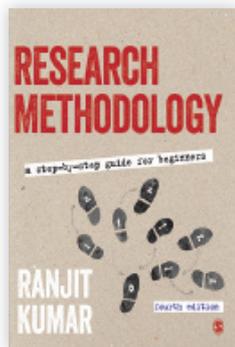
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A Step-by-Step Guide for Beginners

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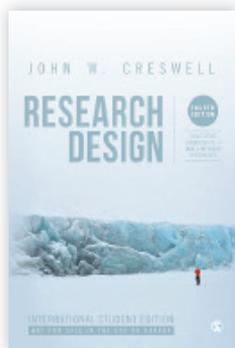
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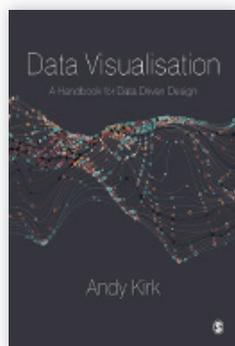
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A Handbook for Data Driven Design

Andy Kirk *Freelance data visualisation specialist and trainer*

Andy Kirk has managed to squeeze a lifetime of expertise on visualising data and telling stories using interactives into one easy-to-follow and beautifully illustrated book.

- Tom Felle,
City University London



June 2016 • 368 pages
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THE LITERATURE REVIEW

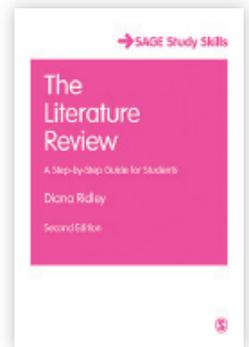
A Step-by-Step Guide for Students

Second Edition

Diana Ridley *Sheffield University*

A clearly written and easily accessible self-guided introduction packed with detailed examples. It's especially useful for budding researchers unfamiliar with crafting literature reviews that support strong theory development and empirical testing.

- Michael R Hyman,
New Mexico State University



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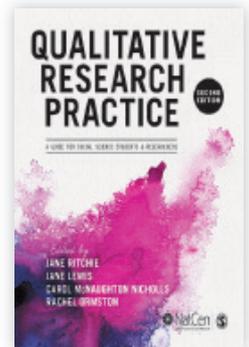
2012 • 232 pages
Cloth (9781446201428) • £66.00
Paper (9781446201435) • £21.99

QUALITATIVE RESEARCH PRACTICE

A Guide for Social Science Students and Researchers

Second Edition

Edited by **Jane Ritchie** *National Centre for Social Research, London*, **Jane Lewis** *Colebrooke Centre for Evidence and Implementation*, **Carol McNaughton Nicholls** *National Centre for Social Research, London* and **Rachel Ormston** *Scottish Centre for Social Research*



This text provides a clear guide to realist qualitative methods and also offers plenty of practical examples to illustrate its central argument that qualitative research would benefit greatly from a realist approach.

- Bob Carter, *University of Leicester*



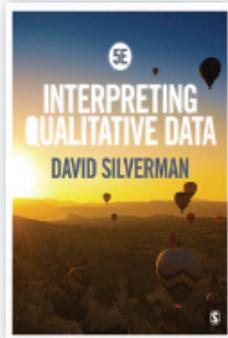
2013 • 456 pages
Cloth (9781446209110) • £93.00
Paper (9781446209127) • £30.99

INTERPRETING QUALITATIVE DATA

Fifth Edition

David Silverman *Visiting Professor, University of Technology, Sydney*

David Silverman, a true guru of qualitative research, walks the reader through the basics of gathering and analyzing qualitative data offering beginners unrivalled hands-on guidance.



companion website

2015 • 520 pages
Cloth (9781446295427) • £89.00
Paper (9781446295434) • £29.99

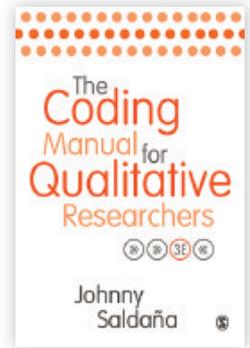
THE CODING MANUAL FOR QUALITATIVE RESEARCHERS

Third Edition

Johnny Saldana *Arizona State University*

One of the very few [texts] which deals explicitly with the challenges of analyzing qualitative data, providing a series of valuable worked examples to help students get started on this key phase in handling and interpreting qualitative data; and introducing students to the variety of options available.

- Margaret Hogg, Lancaster University



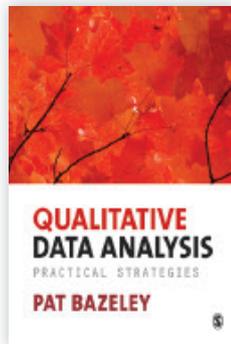
QUALITATIVE DATA ANALYSIS

Practical Strategies

Patricia Bazeley *Research Support Pty Limited*

Pat Bazeley has produced what is sure to become a core text for those working with qualitative data. She covers the whole process from first ideas through to explanatory models and theories without restricting her coverage to just one software package.

- Richard Freeman,
*Institute of Education,
University of London*



2013 • 472 pages
Cloth (9781849203029) • £83.00
Paper (9781849203036) • £28.99

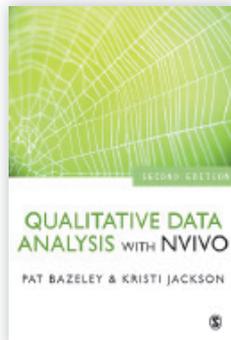
QUALITATIVE DATA ANALYSIS WITH NVIVO

Second Edition

Edited by **Patricia Bazeley** *Research Support Pty Limited* and **Kristi Jackson** *Querri, Inc. and University of Colorado*

I've not seen anything clearer than Bazeley's books. In line with the recent developments of the software package, this Second Edition emphasises team work, modelling and multimedia, making it pretty much "the" resource for using NVivo at the moment.

- Florentina Taylor,
University of York



2013 • 328 pages
Cloth (9781446256558) • £93.00
Paper (9781446256565) • £29.99



November 2015 • 368 pages
Cloth (9781473902480) • £85.00
Paper (9781473902497) • £27.99

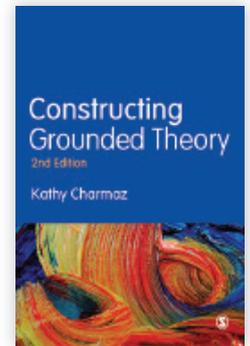
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- Norman K Denzin,
University of Illinois



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QUALITATIVE DATA ANALYSIS

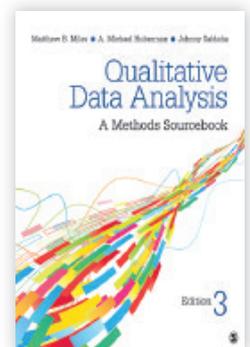
A Methods Sourcebook

Third Edition

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

An excellent updating of the original key Miles and Huberman text which has always been central to understanding and teaching research design for qualitative researchers, alongside methods for collection, analysis and interpretation of qualitative data.

- Margaret Hogg,
Lancaster University

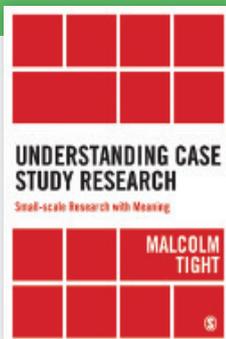


2013 • 408 pages
Paper (9781452257877) • £78.00

UNDERSTANDING CASE STUDY RESEARCH

Small-scale Research with Meaning

Malcolm Tight Lancaster University



This very readable book impressively demonstrates, through its wealth of examples and the uses of case studies from a wide range of disciplines, the value of a case study research design.

– Gareth Addidle,
Plymouth University

Grounded in both theory and practice, this book sets out not only the key debates and ethical issues surrounding case study research, but also focuses specifically on the work of others and how readers can understand, use, and write about secondary data as the basis for their own project. Illustrating the kinds of research to which case studies can be applied, topics covered include:

- Types of case studies
- Advantages and disadvantages to using case studies
- The meaning and value of case study research
- The use of case studies in different disciplines and research designs.

CONTENTS

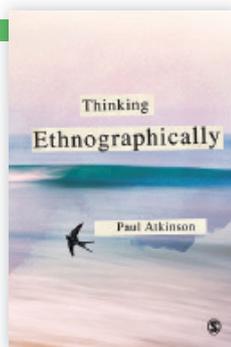
PART A: WHAT IS A CASE STUDY? / Origins and Applications of Case Study / Key Debates in Case Study Research / PART B: USING CASE STUDY / The Value of Case Study / The Use of Case Study in Different Disciplines / Case Studies in Mixed/Combined Research Designs / Learning from Case Study / PART C: CARRYING OUT A CASE STUDY / Selection, Context & Theory in Case Study / Method, Analysis & Reporting in Case Study



January 2017 • 224 pages
Cloth (9781446273913) • £85.00
Paper (9781446273920) • £27.99

THINKING ETHNOGRAPHICALLY

Paul Atkinson Cardiff University



This book is both a bold statement of, and an accessible guide to, the theoretical foundations and real-world practice of ethnographic research.

Urging us to realise the true potential of an often misused approach, the text equips readers with a set of powerful and incisive analytic ideas with which to fully explore ethnographic and qualitative data – and ultimately to interpret the real, complex, fascinating world of human interaction.

A much-needed antidote to superficial analysis, this book encourages researchers across the social, health and behavioural sciences to engage thoughtfully and thoroughly with the empirical world by marrying robust research methods with big ideas. Paul Atkinson enables us not merely to do ethnography, but truly to *think ethnographically*.

CONTENTS

Defining Social Reality / Encounters / Language and Performance / Identities / Knowledge and Reason / Senses and Things / Time and Memory

June 2017 • 208 pages
Cloth (9780857025890) • £75.00
Paper (9780857025906) • £26.99

COVERT RESEARCH

The Art, Politics and Ethics of Undercover Fieldwork

David Calvey Manchester Metropolitan University



By setting out to relieve us of our ethical hypochondria and fetish for informed consent, Calvey ventures into a scholarly field where others fear to tread and makes a compelling case for covert research and its ongoing relevance. With its rich array of examples and exercises, this book is must-have for any student of covert – and overt – research methodologies.

– Mark Banks, University of Leicester

Using classic examples and contemporary case studies this book shows that with critical imagination and proper ethical foundations, covert research could be a great addition to a researcher's methodological toolkit.

Drawing in part on his own undercover research into the night-time economy of bouncers, the author explores the roots and evolution of covert research; his deft treatment of the fear and fascination within furtive fieldwork is grounded in the practicality of the methods and tools needed to conduct quality research in the field.

CONTENTS

What is Covert Research? / Early Roots of Covert Research / Debates about Covert Research / The Classic Exemplars in Covert Research / Doing Covert Research in the Social Sciences / A Covert Case Study of Bouncers in the Manchester Night-Time Economy / A Revival in Covert Research

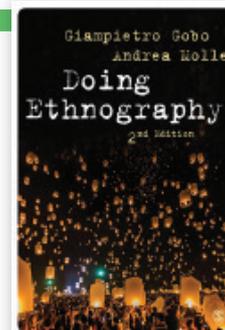
March 2017 • 224 pages
Cloth (9781849203838) • £75.00
Paper (9781849203845) • £26.99

NEW EDITION!

DOING ETHNOGRAPHY

Second Edition

Giampietro Gobo University of Milan and Andrea Molle Chapman University



This excellent, informative Second Edition extensively revises the text with a range of contemporary examples and case studies, more diverse readings for each chapter and an expanded section on visual and online ethnographies.

– Amanda Bingley,
Lancaster University

Combining theoretical perspective with tangible action plans, this book walks readers step-by-step through designing, conducting and evaluating ethnographic research. Introducing the varied tasks and decisions needed to be considered before entering the field, it helps readers avoid common mistakes and apply safe, ethical practices.

CONTENTS

PART I: THE METHODOLOGY / What is Ethnography? / Method or Methodology? Locating Ethnography in the Methodological Continuum / Ethnography: Approaches, Methods, and Personalities / Key Ethnographic Approaches / Research Design / Project Management / PART II: WORKING THE FIELD / Entering the Field / Ethical Dilemmas / How to Observe / What to Observe: Social Structures, Talk-in-Interactions, and Contexts / Ethnographic Interview / Ethnography as a Craft / PART III: ANALYZING ETHNOGRAPHIC DATA AND THEORY BUILDING / Coding and Analyzing Ethnographic Data / Politics of Accountability / PART IV: AUDIENCES / Communicating Findings, Writing Ethnographies / Leaving the Field / The "Visual Society": A Chance for Applied Ethnography

INTRODUCING QUALITATIVE METHODS SERIES



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NEW EDITION!

BEING ETHNOGRAPHIC

A Guide to the Theory and Practice of Ethnography
Second Edition

Raymond Madden *La Trobe University*

An introduction to the methods and applications of doing fieldwork in real world settings, this book discusses the future of ethnography, explores how we understand identity and sets out the role of technology in a global, networked society – providing readers with everything they need to walk a mile in someone else's shoes.

The book highlights the challenges introduced by the ethnographer's own interests, biases and ideologies, and demonstrates the importance of methodological reflexivity. Full of both the why's and how's of doing ethnography well, it demonstrates how both theory and practice can work together to produce insights into the human condition. Updates to this edition include:

- A section on intersubjectivity
- Information on digital inscription tools
- A guide to qualitative analysis software
- New coverage of cyberethnography and social media
- Expanded information on ethnographic possibilities with animals.



October 2017 • 280 pages
Cloth (9781473952140) • £85.00
Paper (9781473952157) • £27.99

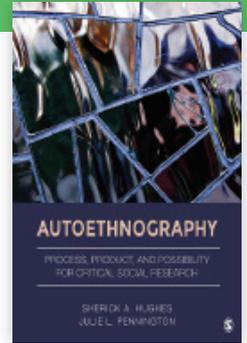
AUTOETHNOGRAPHY

Process, Product, and Possibility
for Critical Social Research

Sherick A Hughes *University of North Carolina at Chapel Hill* and Julie L Pennington *University of Nevada, Reno*

Describing how autoethnographers go about collecting, analyzing and reporting data, this book provides a historical and theoretical background followed by methods chapters that guide students through the process.

January 2017 • 272 pages
Paper (9781483306766) • £36.99



BASIC AND ADVANCED FOCUS GROUPS

David L Morgan *Spalding University*

Taking a 'bi-level' approach, this book gives readers a complete picture of focus groups with coverage of both the how-to and the why, and argues against there being any one right way to do the research



October 2017 • 320 pages
Paper (9781506327112) • £43.99

CRITICAL ETHNOGRAPHY

Method, Ethics, and Performance

Third Edition

D Soyini Madison *Northwestern University*

Presenting a fresh new look at critical ethnography by emphasizing the significance of ethics and performance in the art and politics of fieldwork, this book celebrates the productive links between theory and method.

October 2017 • 296 pages
Paper (9781483356778) • £40.99

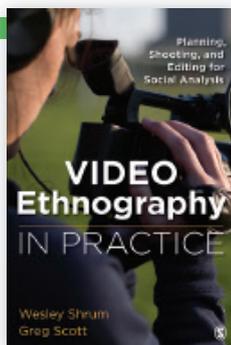
VIDEO ETHNOGRAPHY IN PRACTICE

Planning, Shooting, and Editing
for Social Analysis

Wesley Shrum *Louisiana State University*
and Greg Scott *DePaul University*

This brief guide shows students at any level how to plan, shoot and edit their own ethnographic videos within three weeks using desktop technology and widely available software.

January 2017 • 160 pages
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NEW EDITION!

INTERVIEWS IN QUALITATIVE RESEARCH

Second Edition

Nigel King *University of Huddersfield*
and Christine Horrocks *Manchester Metropolitan University*

With practical guidance regarding technique, this book gives readers top tips from real-world case studies and shares achievable checklists and interview plans to help them get the data they want from their interviews.

Whether readers are doing interviews in their own research or just using other researchers' data, this book tells them everything they need to know about designing, planning, conducting and analyzing quality interviews, and explains how to:

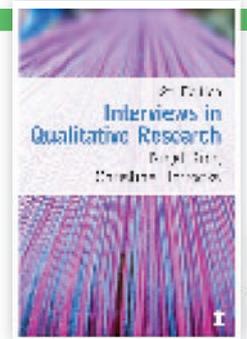
- Construct ethical research designs
- Record and manage data
- Transcribe notes
- Analyze findings
- Disseminate conclusions.

CONTENTS

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



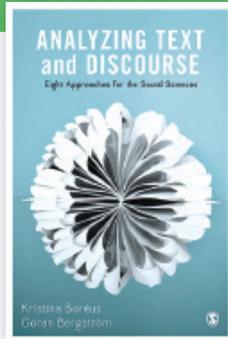
October 2017 • 296 pages
Cloth (9781446274965) • £75.00
Paper (9781446274972) • £26.99



ANALYZING TEXT AND DISCOURSE

Eight Approaches for the Social Sciences

Kristina Boréus Uppsala University and Göran Bergström Stockholm University



Social scientists will appreciate the detailed guide to analytical approaches and traditions that could be used to explore social issues, while readers interested in language and discourse will develop a clear understanding of how to expose the formative and constitutive role language plays in our social reality.

- Erika Darics, Aston University

An anthology of textual analysis methodologies, every chapter in this book contains not just the theory behind each methodology, but also its advantages and disadvantages, its problems with ontology and language, and its relationship to studying social phenomenon. Through contemporary and relatable real-world worked examples, the book illustrates different contexts in which a methodology has been successfully used and allows students to see the methods in action and extrapolate the techniques into their own research.

CONTENTS

Text and Discourse Analysis in the Social Sciences / Content Analysis / Argumentation Analysis / Analysis of Ideas and Ideology / Narrative Analysis / Linguistic Text Analysis / Multimodal Discourse Analysis / Discourse Analysis

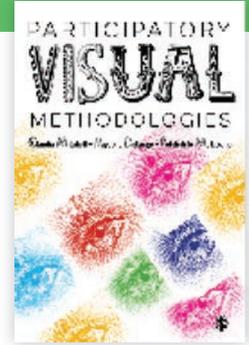


companion website

February 2017 • 302 pages
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PARTICIPATORY VISUAL METHODOLOGIES

Claudia Mitchell McGill University, Naydene DeLange Nelson Mandela Metropolitan University and Relebohile Moletsane University of KwaZulu-Natal



sample cover

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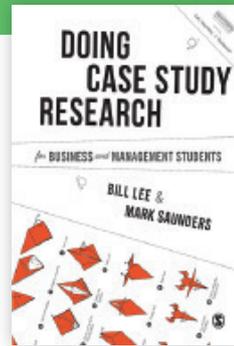


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Bill Lee *Sheffield University* and
Mark Saunders *Oxford Brookes University*



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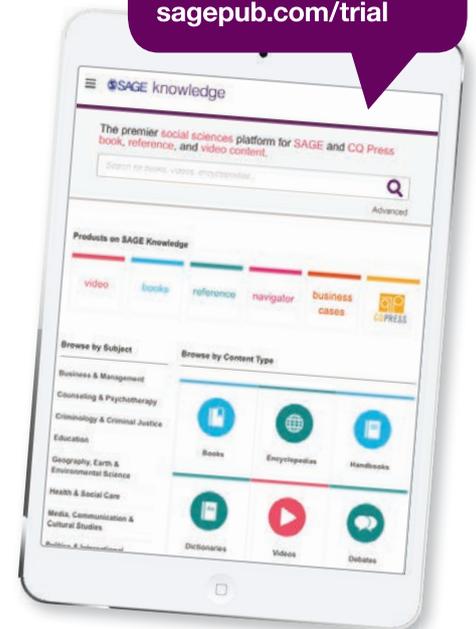
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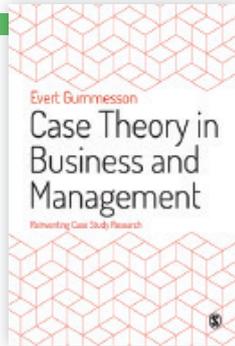
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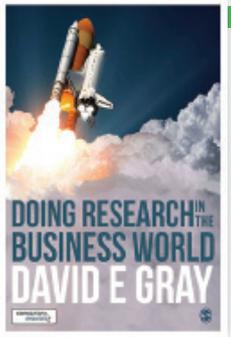
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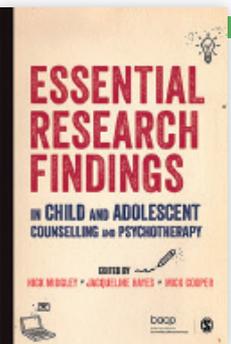
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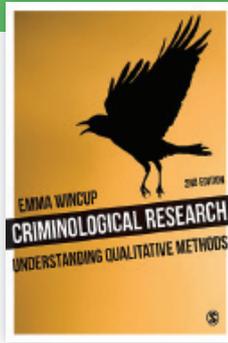
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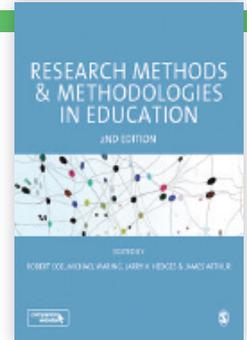
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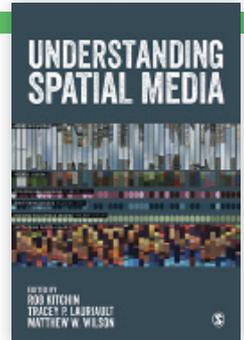


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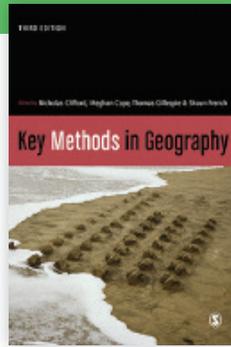
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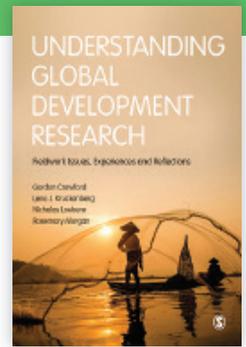
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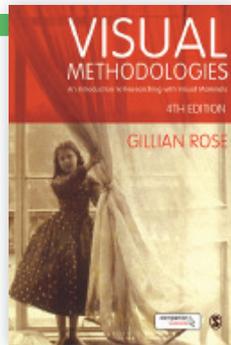
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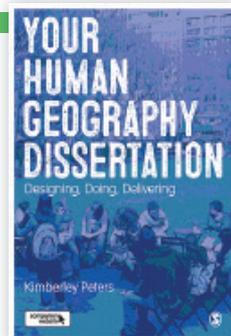
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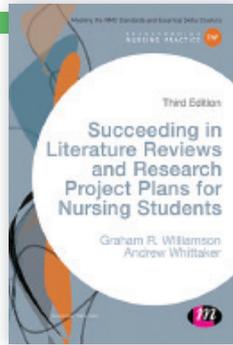
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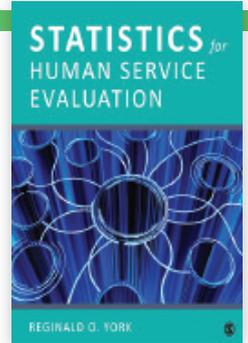
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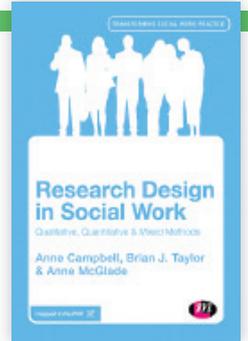
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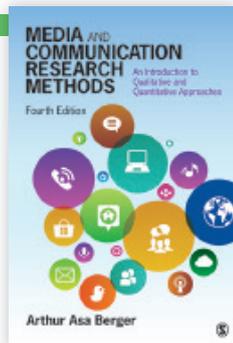
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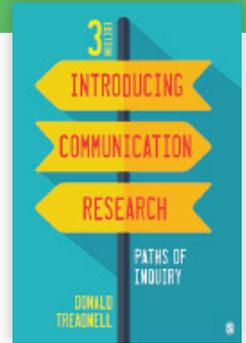
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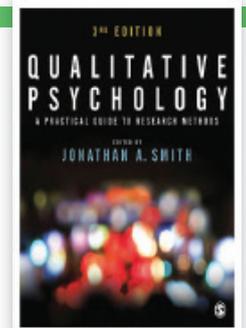
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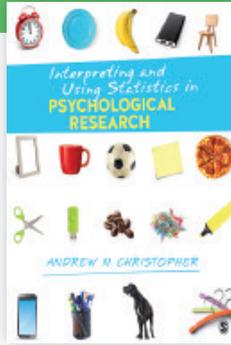


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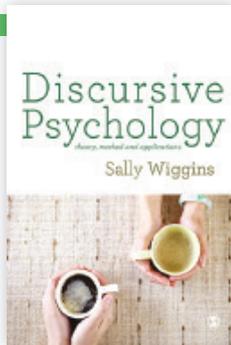
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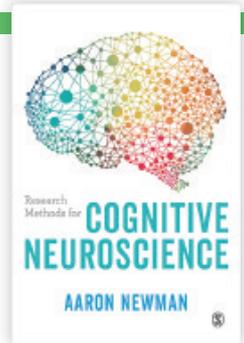
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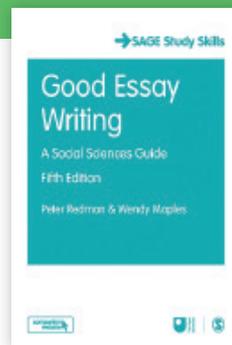
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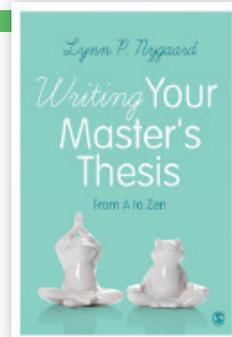
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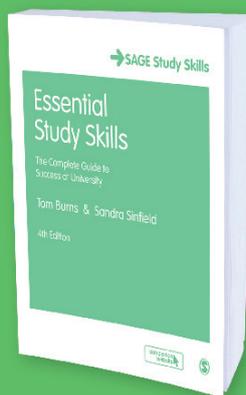
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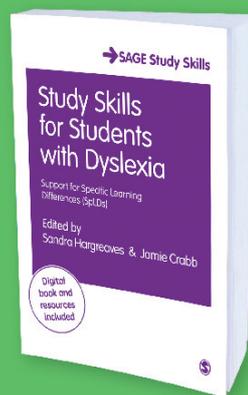
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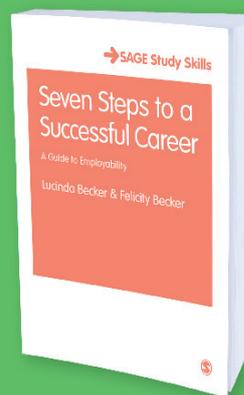
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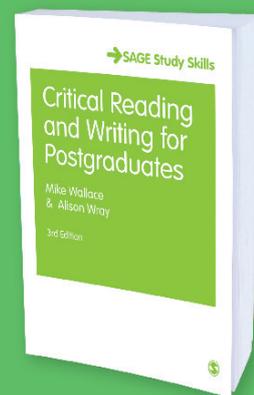
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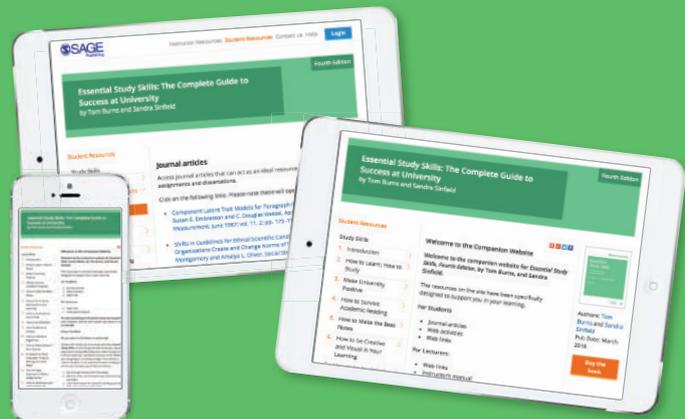


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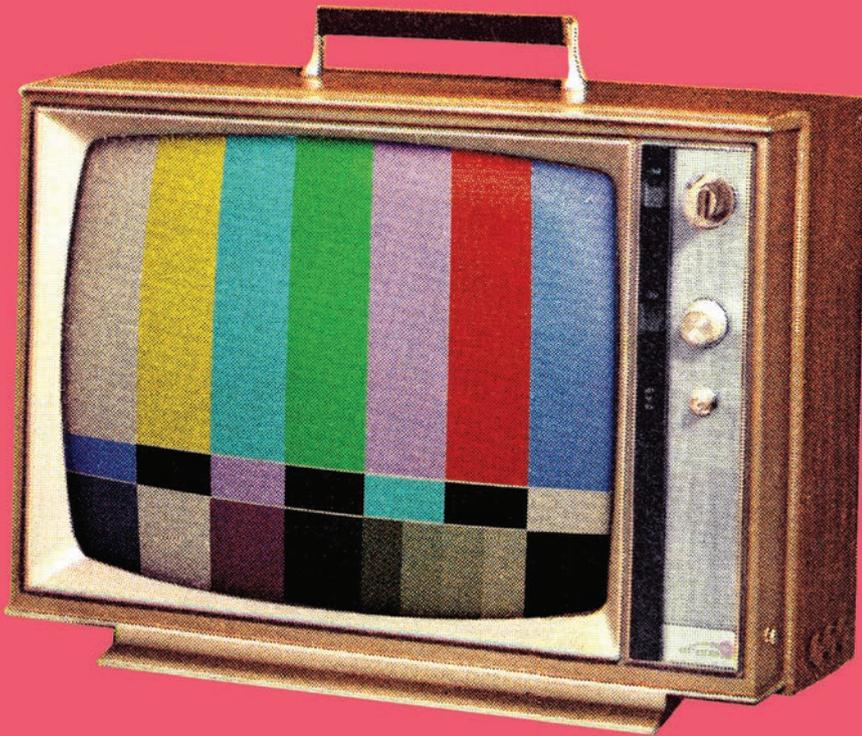
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