

# RESEARCH METHODS JUL 2020 - DEC 2021

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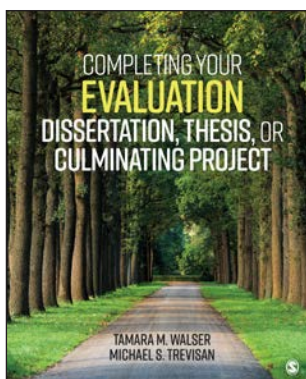
Whenever you see the online resources or SAGE edge icon, you can access further resources.



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## Evaluation



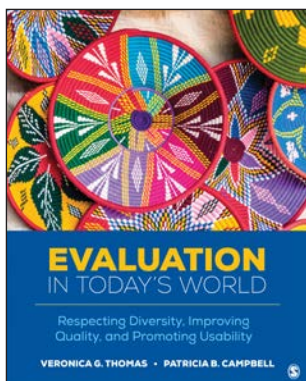
## Completing Your Evaluation Dissertation, Thesis, or Culminating Project

Tamara M. Walser and Michael S. Trevisan

This practical, user-friendly resource helps students successfully complete an evaluation capstone: a dissertation, thesis, or culminating project where a student conducts an evaluation as their capstone experience. Authors Tamara M. Walser and Michael S. Trevisan present a framework to support students and faculty in maximizing student development of evaluator competencies, addressing standards of the evaluation profession, and contributing to programs and disciplinary knowledge. Their framework, and this book, is organized by six fundamentals of evaluation practice: quality; stakeholders; understanding the program; values; approaches; and maximizing evaluation use. Throughout the book they use the metaphor of the journey to depict the processes and activities a student will experience as they navigate an evaluation capstone and the six fundamentals of evaluation practice. In pursuit of a completed capstone, students grow professionally and personally, and will be in a different place when they reach the destination and the capstone journey is complete.

Nov-20 | 232 Pages | SAGE Publications, Inc

Paperback (9781544300009) | £34.99



## Evaluation in Today's World

Respecting Diversity, Improving Quality, and Promoting Usability

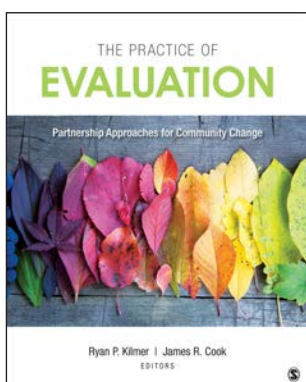
First Edition

Veronica G. Thomas and Patricia B. Campbell

Evaluation in Today's World: Respecting Diversity, Improving Quality, and Promoting Usability covers theoretical and practical issues related to evaluation of programs with an emphasis on viewing evaluation topics through a social justice, diversity, and inclusive perspective.

Nov-20 | 584 Pages | SAGE Publications, Inc

Paperback (9781544348162) | £65.00



## The Practice of Evaluation

Partnership Approaches for Community Change

Edited by Ryan P. Kilmer and James R. Cook

The Practice of Evaluation: Partnership Approaches for Community Change provides foundational content on evaluation concepts, approaches, and methods, as well as applied, practical examples, with an emphasis on the use of evaluation and partnership approaches to effect change.

Dec-20 | 408 Pages | SAGE Publications, Inc

Paperback (9781506368009) | £64.99





## Utilization-Focused Evaluation

Fifth Edition

**Michael Quinn Patton and Charmagne E. Campbell-Patton**

The Fifth Edition of the bestselling Utilization-Focused Evaluation provides expert, detailed advice on conducting program evaluations from one of leading experts. Chock full of useful pedagogy—including a unique utilization-focused evaluation checklist—this book presents Michael Quinn Patton’s distinctive opinions based on more than forty years of experience.

Aug-21 | 500 Pages | SAGE Publications, Inc

*Paperback* (9781544379456) | £77.00



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## General Research Methods



## Conducting Online Research on Amazon Mechanical Turk and Beyond

**Leib Litman and Jonathan Robinson**

SAGE Innovations in Research Methods

Conducting Online Research on Amazon Mechanical Turk and Beyond, by Leib Litman and Jonathan Robinson, provides researchers with step-by-step technical information on this important research platform. The book gives a broad view of the MTurk ecosystem and customs, hones in on common researcher pitfalls, and provides detailed data on sampling, ethics, and experimentation.

Aug-20 | 296 Pages | SAGE Publications, Inc

*Paperback* (9781506391137) | £34.99



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## Doing Computational Social Science

A Practical Introduction

**John McLevey**

Tying together ideas from social and computational science, this book gives social scientists grappling with computational concepts for the first time the confidence to conduct robust research.

Nov-21 | SAGE Publications Ltd

*Paperback* (9781526468185) | £36.99



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*Hardcover* (9781526468192) | £110.00



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## Doing Document Analysis

A Practice-Oriented Method

Kristin Asdal and Hilde Reinertsen

Uniting methods from disciplines across the social sciences, this hands-on guide introduces a novel approach to doing document analysis. The authors present a framework for studying documents that enables you to conduct a rich and systematic analysis of a documents in all their diversity. Focussing on document analysis both in practice and as practice, the book provides you with innovative and versatile toolkit for analysing print and digital documents. It also: - Highlights the impacts of digitalisation on documents themselves and the methods used to study them - Has a strong focus on research ethics and critical engagement with digital sources - Offers practical guidance on preparing and doing a document analysis research project. The book offers insightful perspectives both on the indispensable role of documents in our society and practical advice on how you can best analyse documents and their significance.

Nov-21 | SAGE Publications Ltd

*Paperback* (9781529759792) | £29.99



*Hardcover* (9781529759808) | £85.00



## Doing Interview Research

The Essential How To Guide

Uwe Flick

Encouraging and accessible, this book is a step-by-step guide to successfully using interview methods.

Oct-21 | SAGE Publications Ltd

*Paperback* (9781526464064) | £28.99



*Hardcover* (9781526464057) | £85.00



## Doing Research in Sport and Exercise

A Student's Guide

Mark F. Smith

Provides an authoritative and accessible guide to all key aspects of research methods relating to sport.

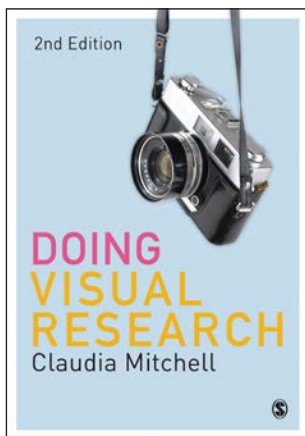
Nov-21 | SAGE Publications Ltd

*Paperback* (9781526423832) | £38.99



*Hardcover* (9781526423825) | £120.00





## Doing Visual Research

Second Edition

**Claudia Mitchell**

With internationally-renowned visual methods expert Claudia Mitchell at the helm, this book steers students through a complete and thorough introduction to using photography, video, drawings, objects, and multi-media productions in research. Covering the full research process from design to dissemination, it weaves theory into each chapter and builds knowledge around methods, creating a solid foundation for the practical advice students need to complete their own research. Through examples that enable readers to understand their place in the research process, it prepares them to understand a broad definition of what it means to be a visual researcher. This new edition includes best practice guidance and tips on: - Using existing images and video - Working with archived material - Maintaining ethical practice - Handling visual data after it is collected - Presenting findings to different audiences.

Sep-21 | SAGE Publications Ltd

*Paperback* (9781526402820) | £28.99



*Hardcover* (9781526402813) | £85.00



## From Social Science to Data Science

Scaling Up Your Programming Skills in Python

**Bernie Hogan**

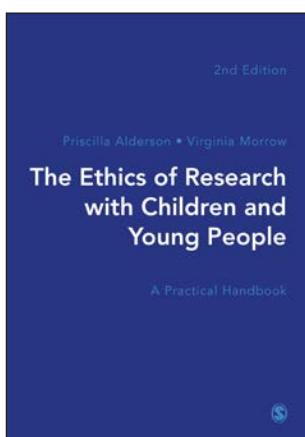
Built around the entire research process, this book equips you with the skills you need to successfully conduct a computation social science research project with Python.

Nov-21 | SAGE Publications Ltd

*Paperback* (9781529707489) | £36.99



*Hardcover* (9781529707496) | £110.00



## The Ethics of Research with Children and Young People

A Practical Handbook

Second Edition

**Priscilla Alderson and Virginia Morrow**

A practical guide to carrying out ethical research with children and young people, this practical handbook examines the ethical questions that arise at each stage of research, from first plans to dissemination and impact. Illustrated with case studies from international and inter-disciplinary research, it offers advice for addressing each ethical question, issue or uncertainty. The updated second edition continues to provide an excellent resource for those exploring the old, current and new consensuses on the ethics of researching with children.

Aug-20 | 240 Pages | SAGE Publications Ltd

*Paperback* (9781526477866) | £32.99



*Hardcover* (9781526477859) | £90.00





## Work Placements, Internships & Applied Social Research

Jackie Carter

Showcasing how you can use a work placement to develop your research and professional skills, this warm and personable book demonstrates how you can transfer and grow skills from your academic training to the workplace and maximise the benefits of learning by doing. The book also: - Helps you confidently navigate the entire internship process, providing reassuring guidance about key steps such as applying and interviewing for placements - Highlights the importance of practicing reflective learning and encourages you to become a reflective researcher - Empowers you to make an internship work for you, giving you key employability and workplace skills. Drawing on a range of real student voices, this pragmatic guide helps you make the most of the opportunities offered by a work placement and shows how the skills you learn will help you thrive in academia and beyond.

Apr-21 | 280 Pages | SAGE Publications Ltd

*Paperback* (9781473982321) | £24.99



*Hardcover* (9781473982314) | £75.00



## Little Quick Fix Series



## Choose Your Methodology

Little Quick Fix

Charlotte Jane Whiffin

Little Quick Fix

Establishing methodological justification is a key precursor to undertaking research, whether you apply qualitative, quantitative or mixed methods. This new Little Quick Fix answers vital questions to put students onto the right track, such as: - What is methodology and what does it mean? - How does methodology differ from method? - What methodologies can you choose from? - When should you use qualitative, quantitative, or mixed methodology? - How can you use methodology to inform decisions about method? Working through the subject within an hour's read, this Little Quick Fix helps students to avoid diving into research before they've cleared up uncertainty and confusion, so that they can truly progress into the next step of their research project or dissertation.

Oct-20 | 112 Pages | SAGE Publications Ltd

*Paperback* (9781529729719) | £6.99





## Get Your Data From Experiments

Little Quick Fix

**Helen Coleman**

Little Quick Fix

Offering guidance on doing experiments, this Little Quick Fix will help students select the most appropriate experiment for their research, ensure their experiment is ethical and reproducible, minimise error and collect and record their data. Students conducting experiments for the first time run the risk of either over-simplifying it by neglecting important considerations, or over-complicating it as they get intimidated by the thought of designing and orchestrating reliable tests. This LQF will help students get it just right from initial idea to design to collection.

Dec-20 | 128 Pages | SAGE Publications Ltd

*Paperback* (9781529735925) | £6.99



## Plan Your Research Project

Little Quick Fix

**Kelly Trivedy**

Little Quick Fix

Guiding you through how to plan your research project, this Little Quick Fix covers everything from how to get started and the stages of research, to avoiding procrastination and staying on track. Like other books in the Little Quick Fix series, this book provides a stand-in for the busy or unavailable supervisor when students are really stuck. It features: Visual, design-led learning Clear, structured, useful pedagogy, with space for notes and workings out A gradual, step-by-step approach for students who are less prepared or out of practice Effective self-directed learning with DIY progress tracking

Jan-21 | 128 Pages | SAGE Publications Ltd

*Paperback* (9781529741360) | £6.99



## Research Ethics

Little Quick Fix

**Cheryl N. Poth**

Little Quick Fix

Ensure research is ethical with this Little Quick Fix, giving you a solid grasp of this tricky subject in an hour's read. Within the visually engaging, straightforward and interactive Little Quick Fix format, Cheryl Poth helps the reader to identify the ethical considerations of their research, protect the privacy of their subjects, develop an ethical research design and respond to ethical issues as they arise.

Dec-20 | 136 Pages | SAGE Publications Ltd

*Paperback* (9781529743678) | £6.99







## What Kind of Researcher Are You?

Little Quick Fix

**Janet E. Salmons**

Little Quick Fix

Helping readers understand their perspectives and use that understanding to inform their research approach, this Little Quick Fix will enable first time researchers to reflect upon and identify their view of truth and knowledge, as well as what those mean and how they are established. After reading they will be better placed to choose and critically evaluate appropriate research questions and make informed methodological decisions.

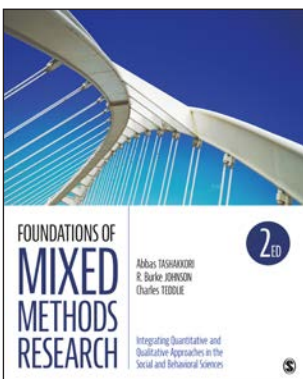
Sep-20 | 116 Pages | SAGE Publications Ltd

*Paperback* (9781529735918) | £6.99



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## Mixed Methodology



## Foundations of Mixed Methods Research

Integrating Quantitative and Qualitative Approaches in the Social and Behavioral Sciences

Second Edition

**Abbas Tashakkori, R. Burke Johnson and Charles Teddlie**

This highly anticipated second edition gives students a comprehensive overview of mixed methods from philosophical roots and traditions through designing, conducting and disseminating a study.

Oct-20 | 472 Pages | SAGE Publications, Inc

*Paperback* (9781506350301) | £65.00



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## Merged Methods

A Rationale for Full Integration

**Giampietro Gobo, Nigel G. Fielding, Gevisa La Rocca and Wander van der Vaart**

This provocative book proposes a new turn in mixed methods methodology and research: 'merged methods', which integrates quantitative and qualitative approaches in a single instrument. Offering a novel analysis of current quantitative and qualitative distinctions, the book complicates traditional approaches to mixed methods and challenges existing techniques. It presents methodologically grounded ways to conduct merged methods research using primary and secondary data.

Oct-21 | SAGE Publications Ltd

*Paperback* (9781529717730) | £29.99



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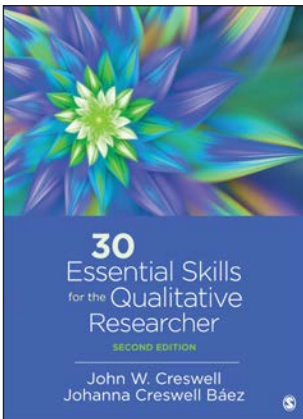
*Hardcover* (9781529717747) | £85.00



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Qualitative Research



**30 Essential Skills for the Qualitative Researcher**

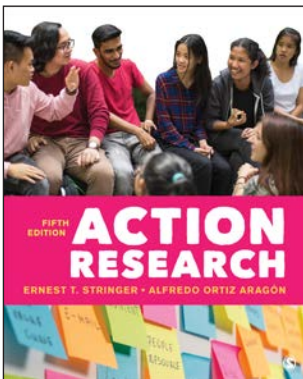
Second Edition

**John W. Creswell and Johanna Creswell Báez**

The second edition of 30 Essential Skills for the Qualitative Researcher provides practical information for the novice qualitative researcher, addressing the “how” of conducting qualitative research. The 30 listed skills are competencies that can help qualitative researchers conduct more thorough, more rigorous, and more efficient qualitative studies.

Oct-20 | 336 Pages | SAGE Publications, Inc

*Paperback* (9781544355702) | £34.99



**Action Research**

Fifth Edition

**Ernest T. Stringer and Alfredo Ortiz Aragón**

Action Research is an invaluable guide to novice researchers from a diversity of disciplines, backgrounds, and levels of study for understanding how action research works in real-life contexts. It helps students see the value of their research in a broader context, beyond academia, to effect change on a larger scale.

Nov-20 | 408 Pages | SAGE Publications, Inc

*Paperback* (9781544355948) | £45.99



**Analysis and Interpretation in Qualitative Research**

After the Interview

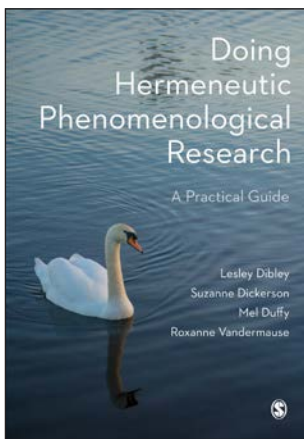
**Edited by Charles Vanover, Paul Mihas and Johnny Saldana**

Drawing on the expertise of major names in the field, this text provides comprehensive coverage of the key methods for analyzing, interpreting, and writing up qualitative research in a single volume.

Jun-21 | 376 Pages | SAGE Publications, Inc

*Paperback* (9781544395876) | £45.99





## Doing Hermeneutic Phenomenological Research

A Practical Guide

Lesley Dibley, Suzanne Dickerson, Mel Duffy and Roxanne Vandermause

This practical guide offers an approachable introduction to doing hermeneutic phenomenological research across the health and social sciences. Grounded in real world research, it integrates philosophy, methodology and method in accessible ways, helping you realize the potential of using phenomenology to guide research. The book maps the complete research process and shows how to apply key philosophical tenets to your project, demonstrating the close relationship between philosophy and research practice.

Oct-20 | 232 Pages | SAGE Publications Ltd

*Paperback* (9781526485724) | £32.99



*Hardcover* (9781526485731) | £90.00



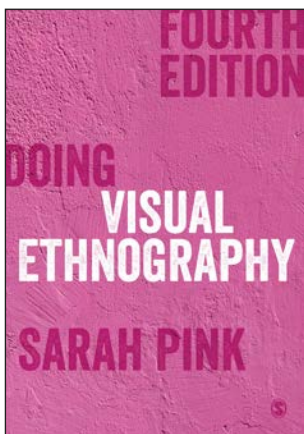
## Doing Qualitative Research in a Digital World

Trena M. Paulus and Jessica N. Lester

While some qualitative methods texts touch upon online communities as a potential data source, show how to conduct interviews and focus groups online, or select recording devices and analysis software, no book to date has guided readers in the creation of a comprehensive digital workflow for their research. By working through each chapter in this book, readers will be able to generate a unique digital workflow for designing and implementing their research.

Feb-21 | 320 Pages | SAGE Publications, Inc

*Paperback* (9781544321585) | £45.99



## Doing Visual Ethnography

Fourth Edition

Sarah Pink

Essential reading for anyone analysing images, technologies and society, *Doing Visual Ethnography* is an engaging and thorough guide to ethnographic and visual research. Updated in tone, language and style, the Fourth Edition of this established text is vastly updated, with: A new Chapter 8 on documentary, followed by a new chapter 9 on interventional visual ethnographies. Content on "visual futures", explaining ethnographic techniques such as 'ethnographies of the possible' and future-focused design anthropology workshops. An updated Chapter 5 on Video ethnography for investigating embodied and sensory experience, with new material on digital materiality and technologies such as the use of Go-Pros, drones and wearable cameras. Pink provides a foundation for thinking about visual ethnography while introducing the practical and theoretical issues relating to the visual and digital technologies used in the field. Her latest edition re-instates the title's status as a must-have for students and researchers across the social sciences who are interested in incorporating audiovisual media into their research practice.

Jan-21 | 296 Pages | SAGE Publications Ltd

*Paperback* (9781529717662) | £31.99



*Hardcover* (9781529717679) | £90.00





## Grounded Theory for Qualitative Research

A Practical Guide

Second Edition

**Cathy Urquhart**

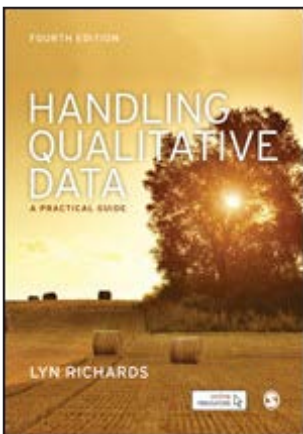
Straightforward and accessible, this pragmatic guide takes you step-by-step through doing grounded theory research. With hands-on advice focussed around designing real projects, it demonstrates best practice for integrating theory building and methods. Its extensive examples and case studies are drawn from across the social sciences, presenting students with a range of options for both applying and using grounded theory. Clear and easy to follow, this second edition: - Traces the evolution of grounded theory method and provides a clear introduction to the nuanced history of grounded theory - Showcases important concepts like theory building, helping you to reflect on the wider context of your research and the contribution it makes to existing literature - Offers practical advice for how to do grounded theory research, alleviating common student concerns every step of the way. Supported by a host of resources like videos from the author sharing expert advice and checklists for each stage of a project, this book helps you build the confidence to explore and successfully complete your own grounded theory research.

Oct-21 | SAGE Publications Ltd

*Paperback* (9781526476685) | £29.99



*Hardcover* (9781526476692) | £85.00



## Handling Qualitative Data

A Practical Guide

Fourth Edition

**Lyn Richards**

Viewing data as the heart of qualitative research, this book offers clear guidance on the steps involved in collecting and managing primary and secondary data while equipping students with a toolkit that they can apply to data in any context. This new edition is reinforced by a range of updates: - Ethical practice learning features, such as exercises and reflective questions - Thoughtful guidance on the newer challenges in handling qualitative data, like data security and access to online data - New chapters provide clear advice on communicating data to different audiences, and creating impactful data visualizations - Online resources that illustrate how to work with data in real research projects; including a 'stepping into software' space that provides practical tips and guidance on using qualitative analysis software effectively. In its positive and jargon-free style, it discusses how setting up, working with, making sense of and presenting data can be a springboard into learning key research skills and reflecting on methodological issues.

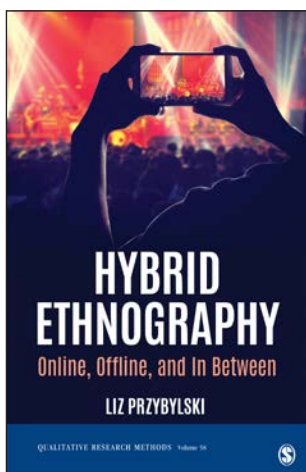
Dec-20 | 336 Pages | SAGE Publications Ltd

*Paperback* (9781526490773) | £31.99



*Hardcover* (9781526490780) | £90.00





## Hybrid Ethnography

Online, Offline, and In Between

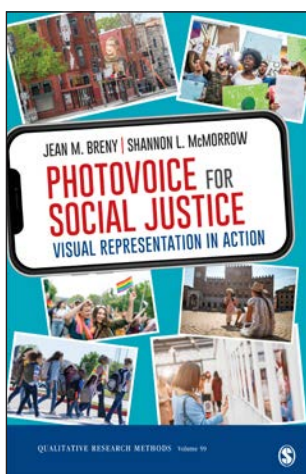
Liz Przybylski

Qualitative Research Methods

Hybrid Ethnography provides researchers with concrete and theory-based ways to combine online and offline ethnographic research methods to support the reality of much contemporary fieldwork. As part of the Qualitative Research Methods series, this concise book serves students and faculty designing, conducting, and writing up dissertations and research studies.

Aug-20 | 224 Pages | SAGE Publications, Inc

Paperback (9781544320328) | £22.99



## Photovoice for Social Justice

Visual Representation in Action

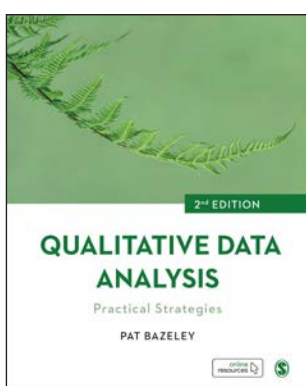
Jean M. Breny and Shannon L. McMorrow

Qualitative Research Methods

Photovoice for Social Justice helps readers in the health and social sciences learn the foundations and applications of this exciting qualitative method. Written for both students and researchers new to photovoice, this brief text takes readers from the process of conceptualizing and implementing a photovoice study to analyzing data, to finally presenting the results. The authors provide practical tools for projects such as sample consent forms, recruitment flyers, and photo-taking tips.

Feb-21 | 144 Pages | SAGE Publications, Inc

Paperback (9781544355474) | £23.99



## Qualitative Data Analysis

Practical Strategies

Second Edition

Patricia Bazeley

Balancing theoretical foundations with practical strategies, this book helps you develop an approach to your qualitative analysis that is both systematic and insightful. It demonstrates the importance of tying analysis into every aspect of research, from design, through data collection and management, to writing up, and provides step-by-step guidance on how to embed analysis from start to finish. Grounded in the reality of doing research, this second edition: - Presents visual and text-based methods for analysis, using manual and digital tools - Inspires confidence as you code, connect and interrogate observational, text and visual data - Showcases best practice and helps you navigate real-life dilemmas using case studies of research from across the social sciences. Together with rich online resources including videos, datasets and journal articles, this is an important new edition for all students undertaking qualitative research, with a focus on analysis and design.

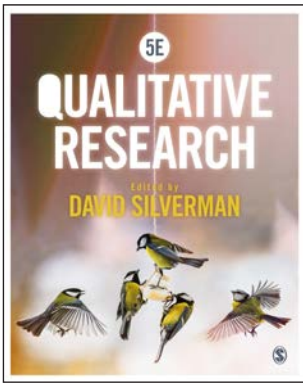
Oct-20 | 584 Pages | SAGE Publications Ltd

Paperback (9781526404763) | £31.99



Hardcover (9781526404756) | £95.00





## Qualitative Research

Fifth Edition

Edited by David Silverman

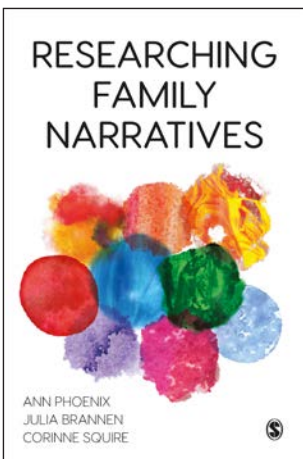
Written by leaders of qualitative methodology and edited by one of the biggest names in the field, this book provides up-to-date and interdisciplinary insight into a range of qualitative methods. Bringing together different perspectives, contributors discuss theoretical underpinnings of these methods before taking readers through the process of each approach and helping them develop skills needed to carry out this type of research autonomously and with confidence. Highlights of this new edition include: - New chapters on multimethod qualitative research, using digital data and video, and addressing social issues in research. - More guidance on how to store and manage data appropriately. - Advice on how to publish research in journals. Full of practical tips, exercises and summaries, this book continues to be a masterclass in qualitative research for students and researchers across the social sciences and beyond.

Dec-20 | 512 Pages | SAGE Publications Ltd

Paperback (9781529712971) | £35.99



Hardcover (9781529712988) | £100.00



## Researching Family Narratives

Ann Phoenix, Julia Brannen and Corinne Squire

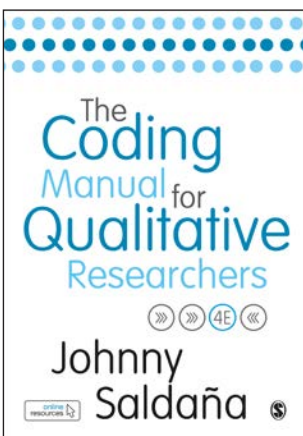
This edited book guides students and researchers through the processes of researching everyday stories about families. Showcasing the wide range methods and data sources currently used in narrative research, it features: - Examples of real research into historical and contemporary family practices from around the world - Coverage of both traditional and cutting-edge topics, like multi-method approaches, online research, and paradata - Practical advice from leading figures in the field on how to incorporate these methods and data sources into family narrative research. With accessible language and features that help readers reflect on and internalize key concepts, this book helps readers navigate researching family lives with confidence and ease.

Nov-20 | 248 Pages | SAGE Publications Ltd

Paperback (9781526439109) | £30.99



Hardcover (9781526439093) | £90.00



## The Coding Manual for Qualitative Researchers

Fourth Edition

Johnny Saldana

This invaluable manual from world-renowned expert Johnny Saldana illuminates the process of qualitative coding and provides clear, insightful guidance for qualitative researchers at all levels. The fourth edition includes a range of updates that build upon the huge success of the previous editions. It remains the only book that looks specifically at coding qualitative data, as a core but often neglected skill that researchers and students alike need to effectively make sense of their data and to identify patterns, before they can analyse the material. Saldana presents a range of coding options with advantages and disadvantages to help researchers to choose the most appropriate approach for their project, reinforcing their perspective with real world examples, used to show step-by-step processes and to demonstrate important skills

Feb-21 | 400 Pages | SAGE Publications Ltd

Paperback (9781529731743) | £31.99



Hardcover (9781529731750) | £90.00





## The Craft of Qualitative Longitudinal Research

Bren Neale

Brimming with time maps, life history calendars, and extracts from transcripts and diaries, this book illustrates by example the unique principles, challenges, and applications of qualitative longitudinal research. Synthesizing current literature on qualitative longitudinal research, it brings together sociological theory and empirically driven longitudinal studies while also highlighting a range of possible research approaches. With a consistent balance of conceptual discussions with hands-on advice, it provides readers with the foundation to adapt lessons-learned from other researchers to fit their own qualitative longitudinal studies. Supported by research tools like coding frames, short data extracts, consent forms, transcription guidelines, and other data organization tools, this book provides everything postgraduate researchers need to transition from the classroom to the field.

Mar-21 | 388 Pages | SAGE Publications Ltd

*Paperback* (9781473995444) | £29.99



*Hardcover* (9781473995437) | £85.00



## The How To of Qualitative Research

Second Edition

Janice D. Aurini, Melanie Heath and Stephanie Howells

Covering every stage of the research process from initial planning to writing up, this step-by-step book is a complete guide for anyone working on their first qualitative research project. The book focusses on the need-to-know practicalities of the methods students most frequently use, offering helpful and accessible project support and encouraging students to establish good research practice. This second edition: - Distils qualitative research into clear and easy to navigate steps, helping first-time researchers build their understanding and confidence - Offers a complete toolkit of checklists, top tips from leading scholars and further reading to support each research stage - Provides pragmatic and insightful advice on meeting new challenges in qualitative research, like using online tools, ensuring data security and working with real-world datasets. With a practical mapping tools, a host of multidisciplinary examples and a dedicated online 'assessment corner' full examples of successful assignments, templates and videos, this is the perfect companion for anyone who needs help doing qualitative research.

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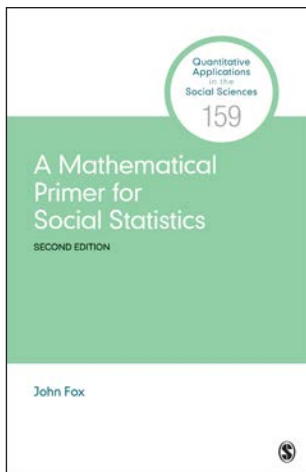
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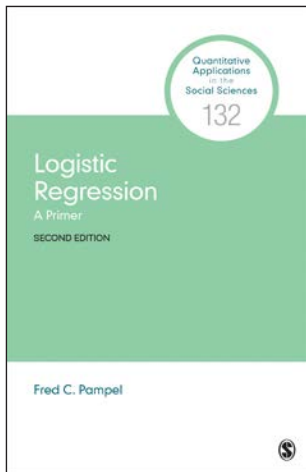
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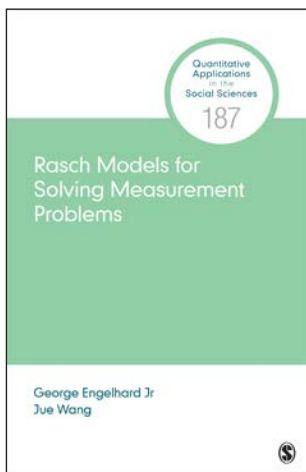
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Invariant Measurement in the Social Sciences

**George Engelhard Jr and Jue Wang**

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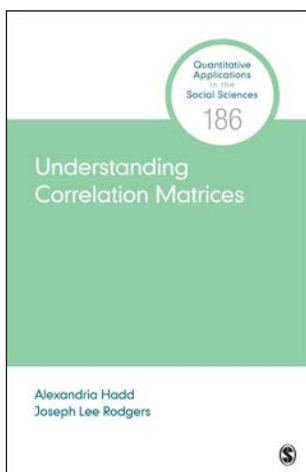
This book introduces current perspectives on Rasch measurement theory with an emphasis on developing Rasch-based scales. Authors George Engelhard Jr and Jue Wang introduce Rasch measurement theory step by step, with chapters on scale construction, evaluation, maintenance, and use. Points are illustrated and techniques are demonstrated through an extended example: The Food Insecurity Experience (FIE) Scale.

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## Understanding Correlation Matrices

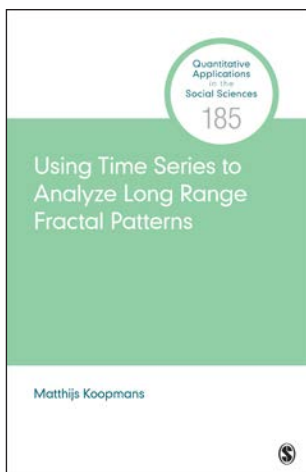
Alexandria Hadd and Joseph Lee Rodgers

Quantitative Applications in the Social Sciences

Correlation matrices (along with their unstandardized counterparts, covariance matrices) underlie the majority of the statistical methods that researchers use today. A correlation matrix is more than a matrix filled with correlation coefficients. The value of one correlation in the matrix puts constraints on the values of the others, and the multivariate implications of this statement is a major theme of the volume. Alexandria Hadd and Joseph Lee Rodgers cover many features of correlations matrices including statistical hypothesis tests, their role in factor analysis and structural equation modeling, and graphical approaches. They illustrate the discussion with a wide range of lively examples.

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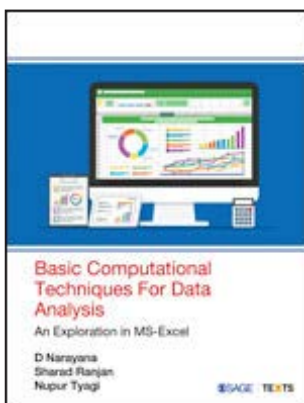
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Roel Popping

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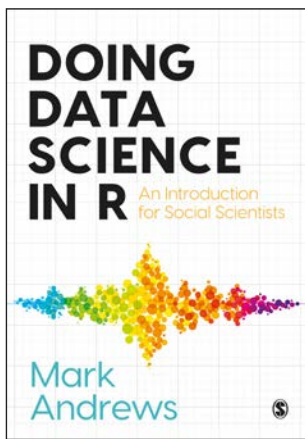
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## Doing Data Science in R

An Introduction for Social Scientists

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## Doing Quantitative Text Analysis with R

Scraping, Preparing, Visualising and Modelling Data

Julian Bernauer

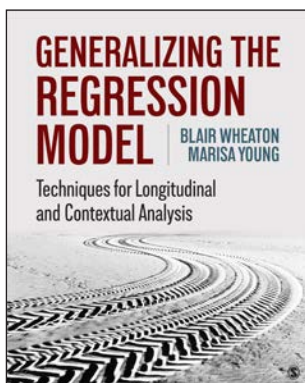
Grounded in examples from across the social sciences, this book walks you through the process of doing quantitative text analysis step by step. Clear and accessible, it empowers you to progress from beginner level to understanding and using computational social science concepts with ease. Covering key steps in the research process like ethics, data collection and dissemination, it helps you develop important research skills – and equips you with the programming tools you need for this research to handle quantitative data without error. Interweaving R and RPython software guidance at an easy to follow pace, the book presents the coding skills you need to collect and prepare data, providing a strong foundation as you move into data analysis.

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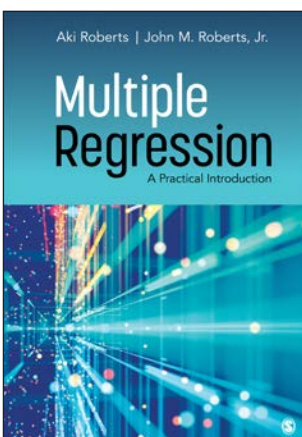
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Frederick Kaefer and Paul Kaefer

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## Multiple Regression

A Practical Introduction

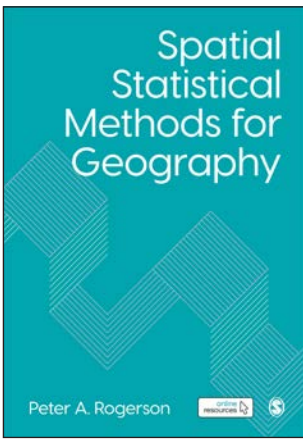
Aki Roberts and John M. Roberts Jr.

Multiple Regression: A Practical Introduction is a text for an advanced undergraduate or beginning graduate course in statistics for social science and related fields. Drawing on decades of teaching this material, the authors present the ideas in an approachable and nontechnical manner, with no expectation that readers have more than a standard introductory statistics course as background. The book includes many interesting example analyses and interpretations, along with exercises.

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## Sports Data Analytics with Python

A Practical Guide to Statistical Modelling

Rob Mastrodomenico

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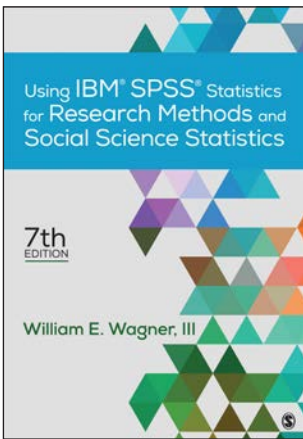
Neil J. Salkind and Bruce B. Frey

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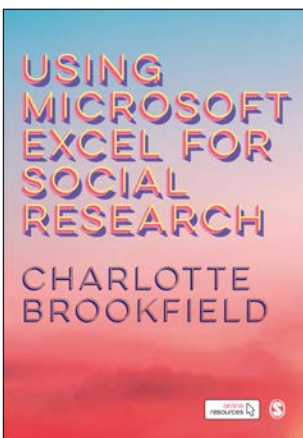
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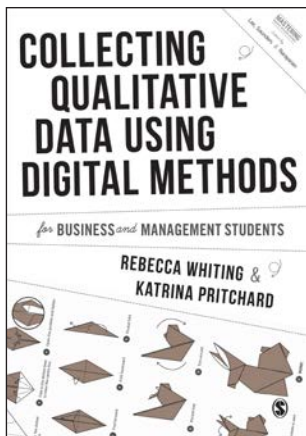
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Research Methods for Business & Management



**Collecting Qualitative Data Using Digital Methods**

Rebecca Whiting and Katrina Pritchard

Mastering Business Research Methods

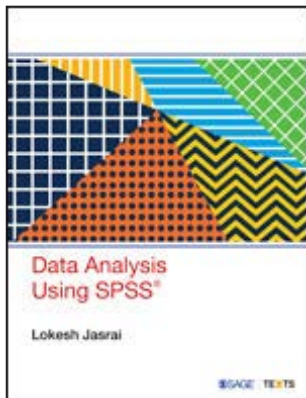
Part of SAGE's Mastering Business Research Methods Series, conceived and edited by Bill Lee, Mark N. K. Saunders and Vadake K. Narayanan and designed to support researchers by providing in-depth and practical guidance on using a chosen method of data collection or analysis. In *Collecting Qualitative Data Using Digital Methods*, Rebecca Whiting and Katrina Pritchard provide a concise and accessible guide to a digital data collection method, comprised of tracking and trawling that can be used to collect qualitative data in the fields of business, management and organizational research. With practical guidance and insight into how to use this approach in your own research, this book provides invaluable support to Business and Management masters students who choose to work with secondary data when completing their dissertations.

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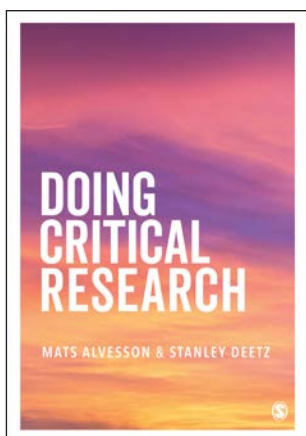
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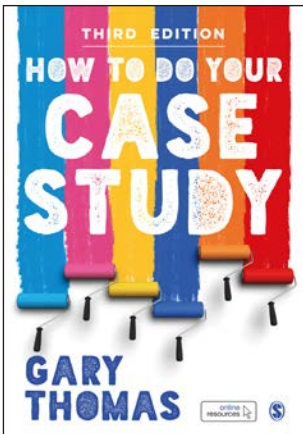
Clear and straightforward, this practical book walks you through each stage of a research project. From first planning to disseminating your research, it helps you develop your methods knowledge and then apply your research skills in practice. Keenly aware of the challenges and opportunities of doing real-world research, the book offers pragmatic, sensible guidance to help you make good choices and conduct every step of the process effectively. In David Gray's characteristic approachable style, this fifth edition: - Shows research in action with diverse case studies that demonstrate good research practice - Equips you with the tools to confidently choose the most appropriate methods for your project - Illustrates how research methods skills transfer to the workplace, helping you boost your employability. Accompanied by online resources that bring methods to life and offer full support for your project work, this accessible book is still the definitive research companion.

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## Research Projects for Business & Management Students

Second Edition

**Siah Hwee Ang**

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A favourite with both students and researchers, *How to Do Media and Cultural Studies* provides you with all the knowledge and practical expertise you need to carry out your project or dissertation. Giving you hands-on guidance on managing the whole process, Jane Stokes: Shows you how to identify a topic and create a research question. Guides you through the research process, from getting started through to writing-up. Explores a range of case studies, showing you how methods have been applied by others to research media audiences, industries and texts. Adds a new chapter exploring the use of mixed methods and research by practice. This best-selling book continues to inspire students and researchers worldwide. It is an indispensable introduction to the theory, methods and practice of media and cultural studies today.

Apr-21 | 408 Pages | SAGE Publications Ltd

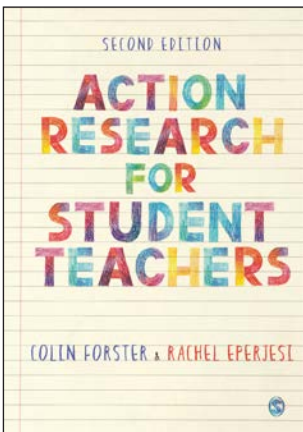
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Edited by Robert Coe, Michael Waring, Larry V Hedges and Laura Day Ashley

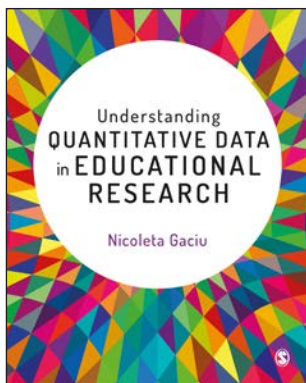
The #1 resource for carrying out educational research as part of postgraduate study. High-quality educational research requires careful consideration of every aspect of the process. This all-encompassing textbook written by leading international experts gives students and early career researchers a considered overview of principles that underpin research, and key qualitative, quantitative and mixed methods for research design, data collection and analysis. This third edition includes four new chapters: Disseminating your research Data science and computational research methods Observational methods Analysis of variance (ANOVA) Plus a new Research essentials feature that highlights key 'must-haves' or misconceptions relating to each methodological approach, research design or analytical tool discussed. This is essential reading for postgraduate students on education courses and early career researchers looking to sharpen their research practice.

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## Understanding Quantitative Data in Educational Research

Nicoleta Gaciu

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Nov-20 | 376 Pages | SAGE Publications Ltd

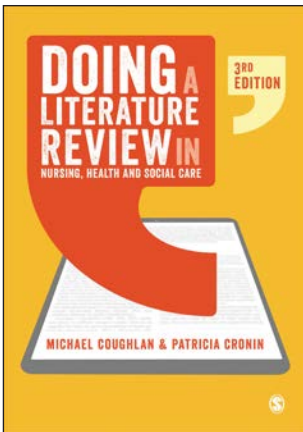
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Research Methods for Nursing, Health & Social Work



**Doing a Literature Review in Nursing, Health and Social Care**

Third Edition

**Michael Coughlan and Patricia Cronin**

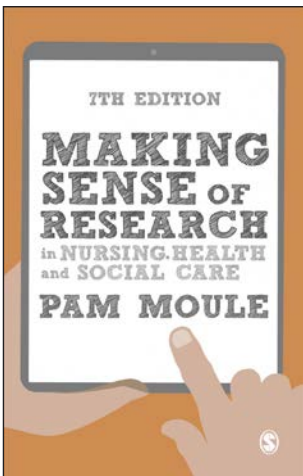
A clear and practical guide to completing a literature review in nursing and healthcare studies. Providing students with straightforward guidance on how to successfully carry out a literature review as part of a research project or dissertation, this book uses examples and activities to demonstrate how to complete each step correctly, from start to finish, and highlights how to avoid common mistakes.

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**Making Sense of Research in Nursing, Health and Social Care**

Seventh Edition

**Pam Moule**

What is research and how does it work in the context of nursing, health and social care? Now in its 7th edition, this introductory guide provides you with a concise overview of the different research methods and terminology that you will come across when undertaking research in any course related to nursing, health and social care. The book's easy-to-follow structure takes you from research novice to confident researcher, helping you to make sense of research and understand how it is implemented in healthcare practice. This is essential reading for undergraduate and postgraduate students within the health and therapy professions, nurses, midwives, physiotherapists, radiographers, occupational therapists, speech and language therapists, and paramedics.

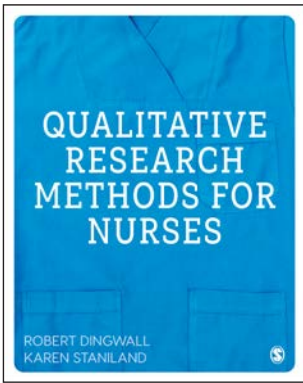
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## Qualitative Research Methods for Nurses

Robert Dingwall and Karen Staniland

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Nov-21 | SAGE Publications Ltd

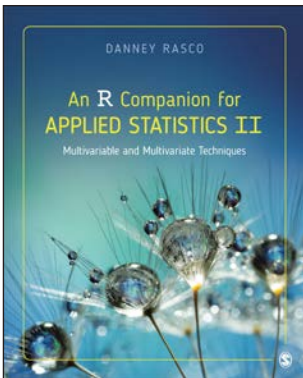
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## Research Methods for Psychology



## An R Companion for Applied Statistics II

Multivariable and Multivariate Techniques

Danney Rasco

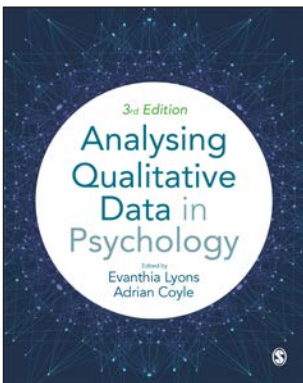
An R Companion for Applied Statistics II: Multivariable and Multivariate Techniques breaks the language of the R software down into manageable chunks in order to help students learn how to use R to analyze multivariate data. The book has been designed to be an R companion to Rebecca M. Warner's Applied Statistics II: Third Edition, and includes end-of-chapter instructions for replicating the examples from that book in R.

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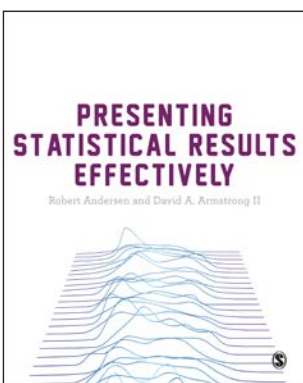
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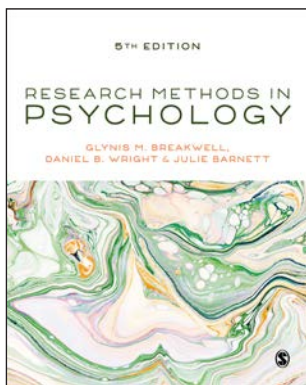
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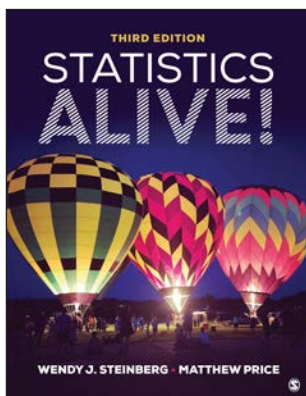
Robert F. DeVellis

Applied Social Research Methods

In the Fifth Edition of Scale Development, 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 pertinent to modern measurement approaches and includes additional exercises and topics for class discussion.

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Third Edition

Wendy J. Steinberg and Matthew Price

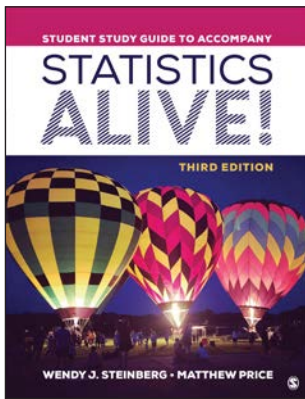
Statistics Alive! presents essential content on statistical analysis in short, digestible modules. Written in a conversational tone with anecdotal stories and light-hearted humor, it's an enjoyable read that will ensure your students are always prepared for class.

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Third Edition

**Wendy J. Steinberg, Matthew Price and Zoe Brier**

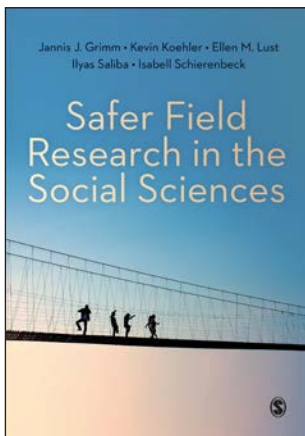
This affordable student study guide and workbook to accompany Wendy J. Steinberg and Matthew Price's *Statistics Alive!*, Third Edition, helps students get the added review and practice they need to improve their skills and master their Introduction to Statistics course.

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## Research Project



## Safer Field Research in the Social Sciences

A Guide to Human and Digital Security in Hostile Environments

**Jannis Grimm, Kevin Koehler, Ellen M. Lust, Ilyas Saliba and Isabell Schierenbeck**

Exploring the challenges and risks of social science fieldwork, this book shares best practice for conducting research in hostile environments and pragmatic advice to help you make good decisions. Drawing on the authors' experiences in regions of conflict and grounded in real-world examples, the book:

- Provides practical guidance on important considerations like choosing a research question in sensitive contexts
- Gives advice on data and digital security to help you minimize fieldwork risk in a contemporary research environment
- Offers tools and templates you can use to develop a tailored security framework.

Building your understanding of the challenges of on-the-ground research, this book empowers you to meet the challenges of your research landscape head on.

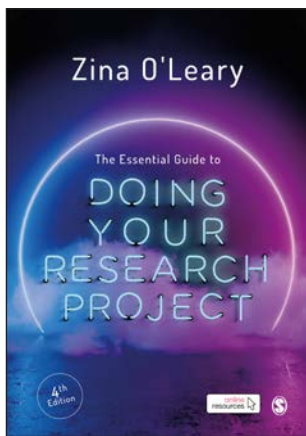
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## The Essential Guide to Doing Your Research Project

Fourth Edition  
**Zina O'Leary**

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Mar-21 | 456 Pages | SAGE Publications Ltd

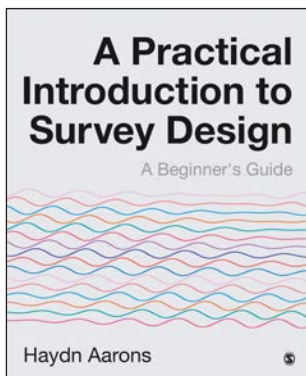
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## Survey Research



## A Practical Introduction to Survey Design

A Beginner's Guide  
**Haydn Aarons**

Through templates and real-world examples, this step-by-step guide clearly illustrates what good and bad data look like in order to give students the confidence in how to assess and critique data quality, while showing them how to build an effective survey around their research questions. Survey research is also contextualised within the wider research process and broader research challenges. Similarly, through analysis of extant surveys and survey data from global contexts, common errors help highlight how to use secondary data well. With a pragmatic approach that helps students learn what they need to with limited time, this book: - Highlights good sampling techniques and provides templates for contacting potential participants in order to secure an appropriate sample population. - Contains plenty of visual and engaging pedagogy, such as SPSS screenshots, chapter aims, case studies and exercises. - Includes an online resources page with videos, templates, case studies, SRM content, and end of chapter reflective questions.

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## User-Centred Design in Surveys

A Practical Guide

Laura Wilson and Emma Dickinson

This step-by-step guide shows you how to deliver surveys that balance robust methodology with best practice for meeting user needs, bridging the gap between user-experience design and social research. Interweaving classic and cutting-edge theory alongside clear guidance on the process of designing and implementing a survey, this book equips you with a set of techniques to develop your survey skills, allowing you to generate high quality data and plan effective interventions. Acknowledging the realities of conducting research, the book offers advice on how to alleviate practical concerns, like managing sample size, and shows you how to apply this knowledge to a research project with any budget or time-frame. Pragmatic and straightforward, this book allows you to progress your understanding of survey research and promotes a new way to conceptualize survey design.

Nov-21 | SAGE Publications Ltd

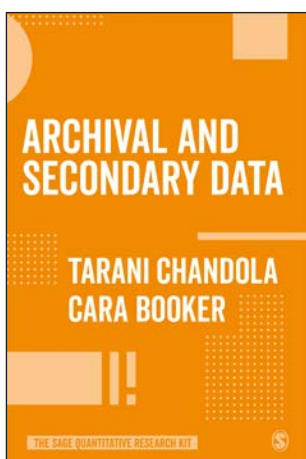
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## The SAGE Quantitative Research Kit



### Archival and Secondary Data

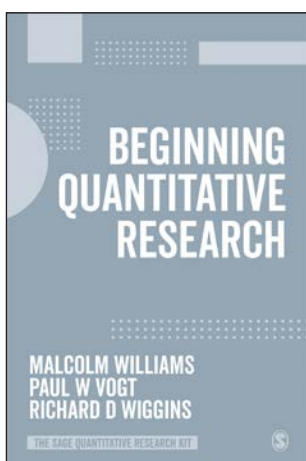
Tarani Chandola and Cara Booker

The SAGE Quantitative Research Kit

Data archives provide rich and expansive sources of information for researchers. This book highlights the utility of secondary data analyses whilst showing you how to select the right datasets for your study, and in turn get the most out of your research. Topics include: - Generating your research question - Selecting appropriate datasets and variables - Examining univariate, bivariate and multivariate associations - Visualising your data with tables and graphs. Part of The SAGE Quantitative Research Kit, this book will give you the know-how and confidence needed to succeed on your quantitative research journey.

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### Beginning Quantitative Research

Malcolm Williams, Richard Wiggins and Paul R. Vogt

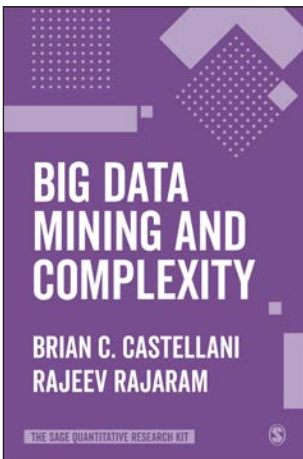
The SAGE Quantitative Research Kit

This concise text from The SAGE Quantitative Research Kit provides a clear and digestible introduction to completing quantitative research. Taking you step-by-step through the process of completing your quantitative research project, it offers guidance on formulating a research question, completing a literature review, designing your research around your data source, and choosing appropriate methodology.

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## Big Data Mining and Complexity

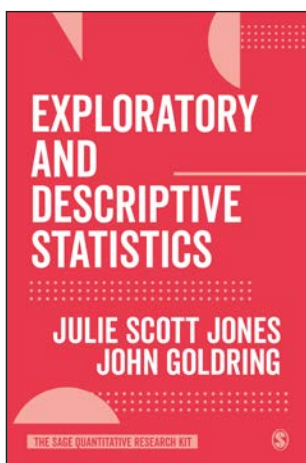
**Brian C. Castellani and Rajeev Rajaram**

The SAGE Quantitative Research Kit

This book offers a much needed critical introduction to data mining and 'big data'. Supported by multiple case studies and examples, the authors provide: - Digestible overviews of key terms and concepts relevant to using social media data in quantitative research - A critical review of data mining and 'big data' from a complexity science perspective, including its future potential and limitations - A practical exploration of the challenges of putting together and managing a 'big data' database - An evaluation of the core mathematical and conceptual frameworks, grounded in a case-based computational modeling perspective, which form the foundations of all data mining techniques. Part of The SAGE Quantitative Research Kit, this book will give you the know-how and confidence needed to succeed on your quantitative research journey.

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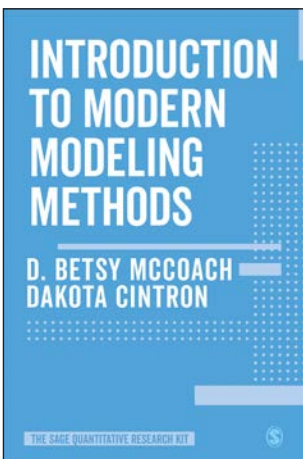
**Julie Scott Jones and John Goldring**

The SAGE Quantitative Research Kit

Nervous about statistics? This guide offers a clear, straight to the point break down of exploratory and descriptive statistics and its potential. Anchored by lots of examples and exercises to enhance your learning, it offers guidance on how to: Identify and access different types of variables and data, Select the best method for measuring your chosen variables and data, Use data visualization techniques to tell stories with your data, Appropriately clean and manage your data. Part of The SAGE Quantitative Research Kit, this book will give you the know-how and confidence needed to succeed on your quantitative research journey.

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## Introduction to Modern Modelling Methods

**D. Betsy McCoach and Dakota Cintron**

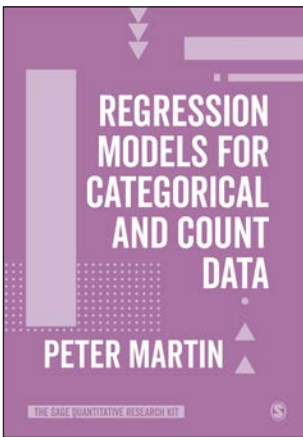
The SAGE Quantitative Research Kit

Using simple and direct language, this concise text provides practical guidance on a wide range of modeling methods and techniques for use with quantitative data. It covers: - 2-level Multilevel Models - Structural Equation Modeling (SEM) - Longitudinal Modeling using multilevel and SEM techniques - Combining organizational and longitudinal models. Part of The SAGE Quantitative Research Kit, this book will give you the know-how and confidence needed to succeed on your quantitative research journey.

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## Regression Models for Categorical and Count Data

Peter Martin

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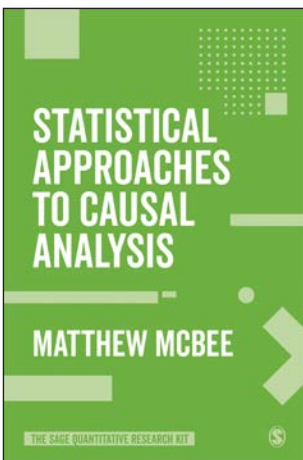
This text provides practical guidance on conducting regression analysis on categorical and count data. Step by step and supported by lots of helpful graphs, it covers both the theoretical underpinnings of these methods as well as their application, giving you the skills needed to apply them to your own research. It offers guidance on: - Using logistic regression models for binary, ordinal, and multinomial outcomes - Applying count regression, including Poisson, negative binomial, and zero-inflated models - Choosing the most appropriate model to use for your research - The general principles of good statistical modelling in practice. Part of The SAGE Quantitative Research Kit, this book will give you the know-how and confidence needed to succeed on your quantitative research journey

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## Statistical Approaches to Causal Analysis

Matthew McBee

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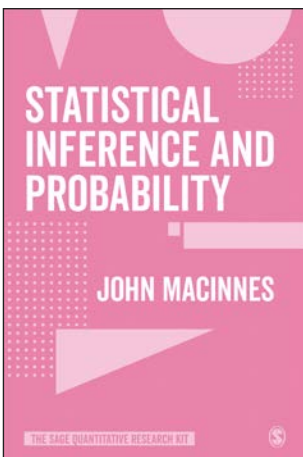
A practical, up-to-date, step-by-step guidance on causal analysis for advancing students, this volume of the SAGE Quantitative Research kit features worked example datasets throughout to clearly demonstrate the application of these powerful techniques, giving students the know-how and the confidence to succeed in their quantitative research journey. Matthew McBee evaluates the issue of causal inference in quantitative research, while providing guidance on how to apply these analyses to your data, discussing key concepts such as Directed acyclic graphs (DAGs), Rubin's Causal Model (RCM), Propensity Score Analysis, Regression Discontinuity Design.

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## Statistical Inference and Probability

John MacInnes

The SAGE Quantitative Research Kit

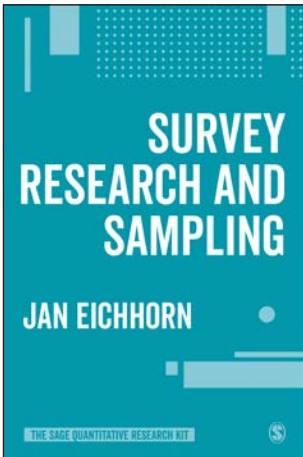
An experienced author in the field of data analytics and statistics, John MacInnes has produced a straight-forward text that breaks down the complex topic of inferential statistics with accessible language and detailed examples. It covers a range of topics, including: - Probability and Sampling distributions - Inference and regression - Power, effect size and inverse probability. Part of The SAGE Quantitative Research Kit, this book will give you the know-how and confidence needed to succeed on your quantitative research journey.

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## Survey Research and Sampling

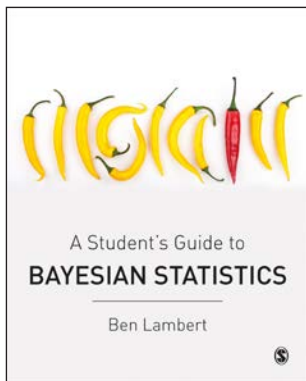
Jan Eichhorn

The SAGE Quantitative Research Kit

Part of The SAGE Quantitative Research Kit, this book is an ideal companion for those looking to undertake survey research. Anchored by lots of case studies of real research and expert interviews to strengthen your understanding, it provides guidance on the range of skills needed for watertight survey research and sampling.

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## A Student's Guide to Bayesian Statistics

Ben Lambert

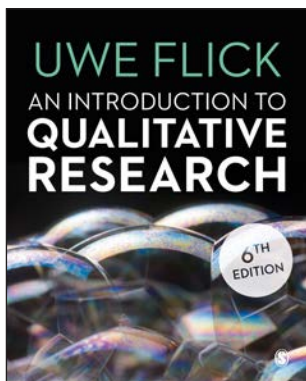
Supported by a wealth of learning features, exercises, and visual elements as well as online video tutorials and interactive simulations, this book is the first student-focused introduction to Bayesian statistics. Without sacrificing technical integrity for the sake of simplicity, the author draws upon accessible, student-friendly language to provide approachable instruction perfectly aimed at statistics and Bayesian newcomers.

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Uwe Flick

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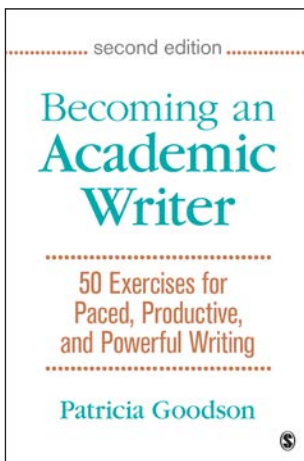
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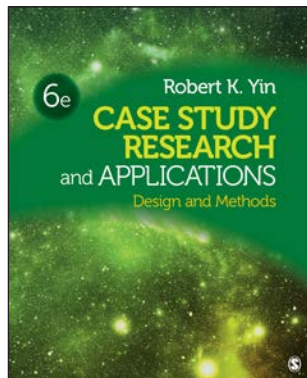
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**Patricia Goodson**

With its friendly, step-by-step format, *Becoming an Academic Writer* helps writers improve their writing by engaging in deep and deliberate practice—a type of practice adopted by expert performers in areas such as sports or music. Featuring 50 exercises, this practical, self-paced guide is flexibly organized so readers can either work their way through all of the exercises in order or focus on the specific areas where they need additional practice building their skills. The Second Edition is enhanced by a new appendix on literature review, new feature boxes, and new chapter summaries.

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## Case Study Research and Applications

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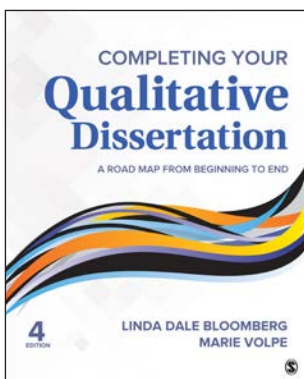
Sixth Edition

**Robert K. Yin**

The Sixth Edition of Robert K. Yin's bestseller provides a complete portal to the world of case study research. Offering comprehensive coverage of the design and use of the case study method in addition to an integration of applications, the book gives readers access to exemplary case studies drawn from a wide variety of academic and applied fields. The integration of applications will enable users to see more directly how concrete case studies can implement the principles of case study research methods.

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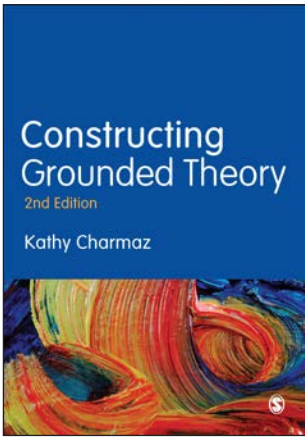
**Linda Dale Bloomberg and Marie Volpe**

*Completing Your Qualitative Dissertation* offers comprehensive step-by-step guidance and practical tools for navigating the personal and professional challenges that can arise during the qualitative dissertation journey. Authors Linda Dale Bloomberg and Maria Volpe skillfully blend the conceptual, theoretical, and practical, empowering readers to successfully master both the content and the process of their qualitative dissertations. The Fourth Edition has been thoroughly updated to respond to developments in the field, allowing the book to have wider application for dissertation work within the evolving world of qualitative inquiry. Included in this edition is a new chapter titled "Achieving Alignment Throughout Your Dissertation," a greater focus on how all qualitative traditions can encompass activist research and social justice inquiry, and enhanced coverage on the role of the researcher, emphasizing the importance of reflexivity and approaching research critically.

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**Kathy Charmaz**

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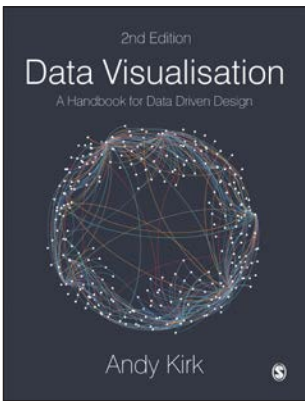
Kathy Charmaz presents the definitive guide to doing grounded theory from a constructivist perspective. This second edition of her groundbreaking text retains the accessibility and warmth of the first edition whilst introducing cutting edge examples and practical tips. This expanded second edition: - explores how to effectively focus on data collection - demonstrates how to use data for theorizing - adds two new chapters that guide you through conducting and analysing interviews in grounded theory - adds a new chapter on symbolic interactionism and grounded theory - considers recent epistemological debates about the place of prior theory - discusses the legacy of Anselm Strauss for grounded theory. This is a seminal title for anyone serious about understanding and doing grounded theory research.

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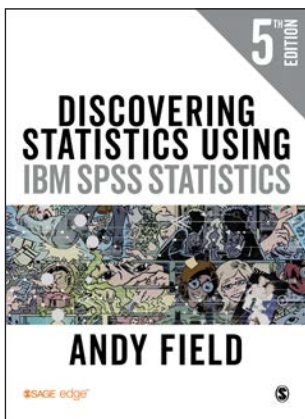
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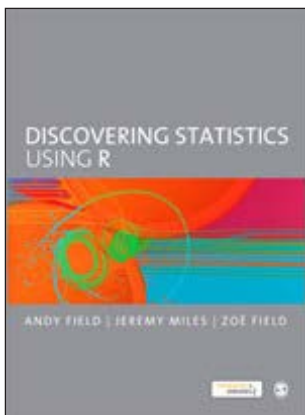
With an exciting new look, new characters to meet, and its unique combination of humour and step-by-step instruction, this award-winning book is the statistics lifesaver for everyone. From initial theory through to regression, factor analysis and multilevel modelling, Andy Field animates statistics and SPSS software with his famously bizarre examples and activities. New to this edition: - A radical new design with original illustrations and even more colour - A maths diagnostic tool to help students establish what areas they need to revise and improve on - A revamped digital resource that uses video, case studies, datasets and more to help students negotiate project work, master data management techniques, and apply key writing and employability skills - New sections on replication, open science and Bayesian thinking - Now fully up to date with IBM SPSS Statistics© version 24.

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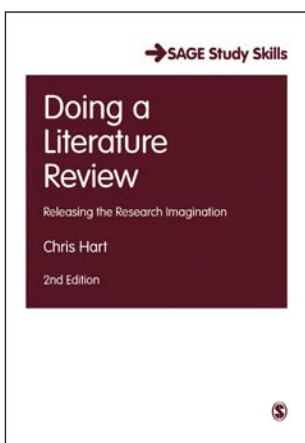
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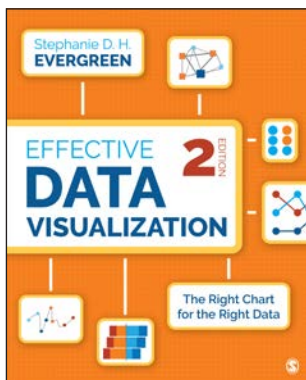
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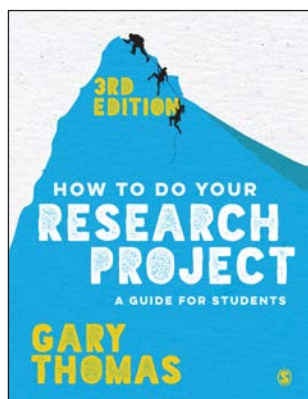
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**Stephanie D. H. Evergreen**

Written by sought-after speaker, designer, and researcher Stephanie D. H. Evergreen, *Effective Data Visualization* shows readers how to create Excel charts and graphs that best communicate their data findings. This comprehensive how-to guide functions as a set of blueprints—supported by both research and the author's extensive experience with clients in industries all over the world—for conveying data in an impactful way. Delivered in Evergreen's humorous and approachable style, the book covers the spectrum of graph types available beyond the default options, how to determine which one most appropriately fits specific data stories, and easy steps for building the chosen graph in Excel.

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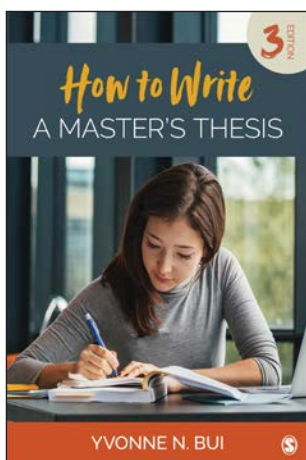
Gary's book, never more than a metre away, has been my indispensable research companion. With its easy layout, my well-worn copy, stripy with florescent marker and pencilled notes, has been my go-to, on-hand supervisor throughout my degree; taking the distance out of distance learning. Replace daunting and impossible with clarity and entertainment. I wouldn't be where I am today without it; it has been my gateway to achievement' - Ellie Davies Moore, distance learner in Multi-Sensory Impairment at the University of Birmingham With more advice on concluding, writing up and presenting research, using social media and digital methods, and understanding what supervisors want and how to work with them, 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. Packed with engaging anecdotal evidence and practical advice and supported by an interactive website featuring worksheets, videos, SAGE Journal articles and more, this new edition is a user-friendly, one-stop-shop for guidance on research principles.

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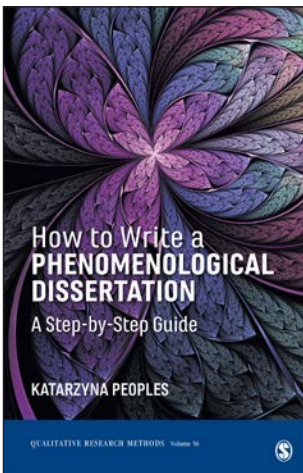
**Yvonne N. Bui**

The Third Edition of *How to Write a Master's Thesis* is a comprehensive manual on how to plan and write a five-chapter master's thesis, and a great resource for graduate students looking for concrete, applied guidance on how to successfully complete their master's degrees. While research methods and statistics courses may teach students the basic information on how to conduct research, putting it all together into a single project and document can be a challenge. Author Yvonne Bui demystifies this process by integrating the language learned in prerequisite methods and statistics courses into a step-by-step guide for developing a student's own thesis or project.

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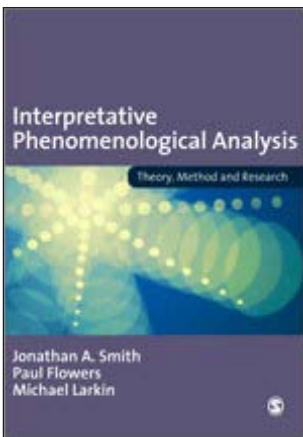
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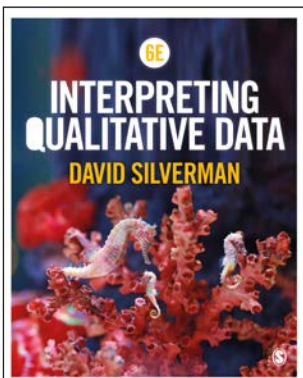


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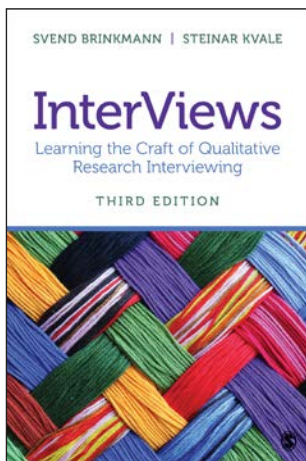
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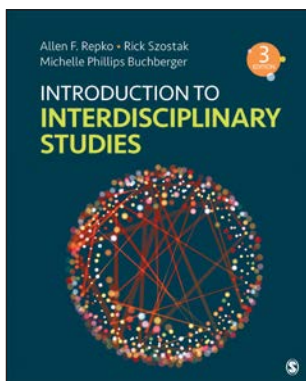
Third Edition

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The Third Edition of Brinkmann and Kvale's *InterViews: Learning the Craft of Qualitative Research Interviewing*, offers readers comprehensive and practical insight into the many factors that contribute to successful interviews. The book invites readers on a journey through the landscape of interview research, providing the "hows" and "whys" of research interviewing, and outlines paths for students to follow on the way to research goals. Thoroughly updated to account for all recent developments in qualitative interviewing, the New Edition expands its focus on the practical, epistemological, and ethical issues involved in interviewing, while maintaining the fluid and logical structure it has become known for throughout the text.

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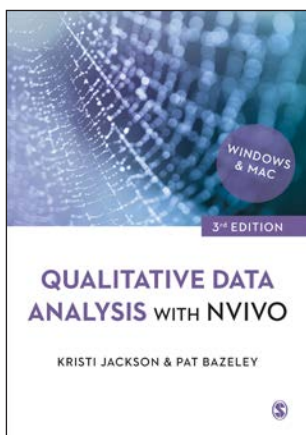
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**Allen F. Repko, Rick Szostak and Michelle Phillips Buchberger**

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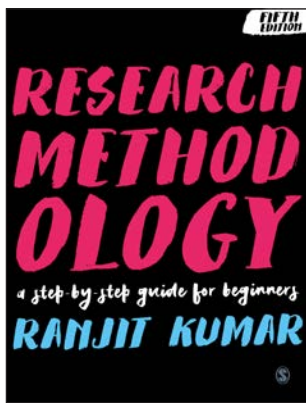
This best-selling text pioneered the comparison of qualitative, quantitative, and mixed methods research design. For all three approaches, John W. Creswell and new co-author J. David Creswell include a preliminary consideration of philosophical assumptions, key elements of the research process, a review of the literature, an assessment of the use of theory in research applications, and reflections about the importance of writing and ethics in scholarly inquiry.

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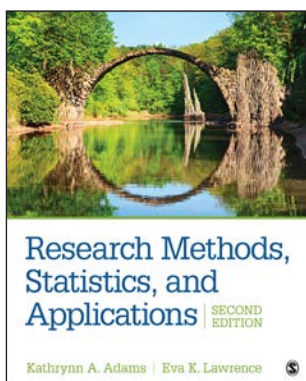
Second Edition

**Dahlia K. Remler and Gregg G. Van Ryzin**

The Second Edition of Research Methods in Practice: Strategies for Description and Causation sets an entirely new standard for presenting and learning research methods. The perspective gained from this text makes it a truly necessary tool for such applied disciplines as public affairs and administration, public policy, psychology, urban affairs, education, sociology, social work, business, public health, political science, economics, communications and criminal justice.

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## Research Methods, Statistics, and Applications

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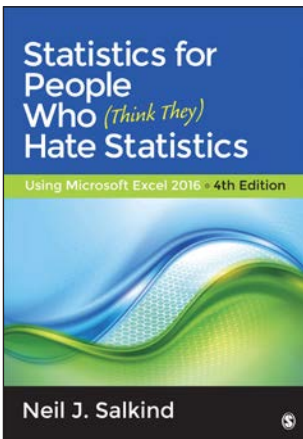
**Kathrynn A. Adams and Eva K. Lawrence**

One of the greatest strengths of this text is the consistent integration of research methods and statistics so that students can better understand how the research process requires the combination of these elements. The end goal is to spark students' interest in conducting research and to increase their ability to critically analyze it. In the new second edition of the text, Katherine Adams and Eva Lawrence have integrated additional information on online data collection and research methods, additional coverage of regression and ANOVA, and new examples to engage students.

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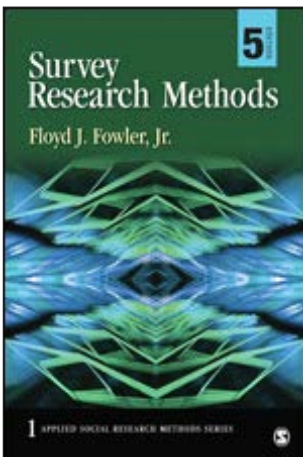
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Based on Neil J. Salkind's bestselling text, *Statistics for People Who (Think They) Hate Statistics*, this adapted Excel 2016 version presents an often intimidating and difficult subject in a way that is clear, informative, and personable. Researchers and students uncomfortable with the analysis portion of their work will appreciate the book's unhurried pace and thorough, friendly presentation. Opening with an introduction to Excel 2016, including functions and formulas, this edition shows students how to install the Excel Data Analysis Tools option to access a host of useful analytical techniques and then walks them through various statistical procedures, beginning with correlations and graphical representation of data and ending with inferential techniques and analysis of variance. New to the Fourth Edition: - A new chapter 2 dealing with large data sets using Excel functions and pivot tables, and illustrating how certain databases and other categories of functions and formulas can help make the data in big data sets easier to work with and the results more understandable. - New chapter-ending exercises are included and contain a variety of levels of application. - Additional TechTalks have been added to help students master Excel 2016. - A new, chapter-ending Real World Stats feature shows readers how statistics is applied in the everyday world. - Basic maths instruction and practice exercises for those who need to brush up on their math skills are included in the appendix.

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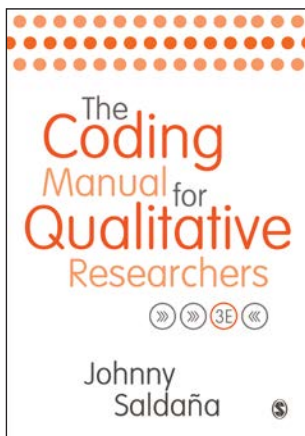
Applied Social Research Methods

The Fifth Edition of Floyd J. Fowler Jr.'s bestselling *Survey Research Methods* presents the very latest methodological knowledge on surveys. Offering a sound basis for evaluating how each aspect of a survey can affect its precision, accuracy, and credibility, the book guides readers through each step of the survey research process. This fully updated edition addresses the growth of the Internet for data collection and the subsequent rapid expansion of online survey usage, the precipitous drop in response rates for telephone surveys, the continued improvement in techniques for pre-survey evaluation of questions, and the growing role of individual cell phones in addition to—and often instead of—household landlines. Throughout the book, the author puts the profound changes taking place in the survey research world today into perspective, helping researchers learn how to best use new and traditional options for collecting data.

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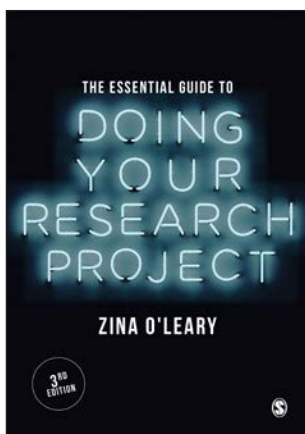
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## The Essential Guide to Doing Your Research Project

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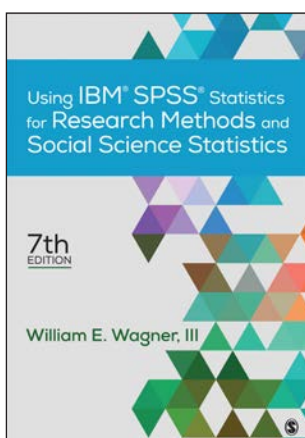
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