

<i>Introduction</i>	1
<i>User's Guide</i>	5

Key Concepts

Action Research	9
Association and Causation	13
Attitude Scales	17
Auto/biography and Life Histories	23
Bias	27
Case Study	31
Coding Qualitative Data	36
Community Profiles	42
Community Studies	46
Content Analysis	51
Contingency Tables	55
Documentary Methods	61
Ethical Practice	66
Ethnography	71
Ethnomethodology and Conversational Analysis	76
Evaluation Studies	80
Experiments	84
Feminist Research	89
Fieldwork	94
Grounded Theory	98
Group Discussions/Focus Groups	103
Hawthorne Effect	107
Hypothesis	112
Indicators and Operationalisations	116
Internet and Other Searches	120

Internet Polling	125
Interviewing	129
Key Informants	134
Levels of Measurement	138
Longitudinal and Cross-sectional Studies	143
Methods and Methodologies	148
Objectivity	152
Observation	157
Official Statistics	161
Participant Observation	166
Positivism and Realism	170
Qualitative Methods	175
Quantitative Methods	180
Questionnaires	186
Reflexivity	191
Reliability	195
Sampling: Estimates and Size	200
Sampling: Questions of Size	204
Sampling: Types	209
Secondary Analysis	214
Social Surveys	218
Telephone and Computer-assisted Polling	223
Unobtrusive Methods and Triangulation	228
Validity	233
Visual Methods	238