

Contents

Preface	x
Acknowledgements	xiii
Ways of Using the Book	xv
<i>Carrying Out an Enquiry</i>	xvii
PART I Before You Start	
1 Real World Enquiry	2
Focusing on the Real World	2
Studying Cases	5
Can All This Be Safely Skipped?	5
Evaluation and Change	6
The Audience for this Book	7
A Word to Psychologists – Aspiring and Actual	8
A Word to Others with a Social Science Background	9
A Word to Those without a Social Science Background	9
Returning to the Real World	10
Further Reading	16
2 Developing a Proposal	18
Models of the Research Process	18
<i>Deciding on the Focus</i>	20
Deciding on the Research Question(s)	25
<i>Developing the Research Question(s)</i>	27
Research Questions and Hypotheses	28
Ethical Considerations	29
Further Reading	35
Part II Designing the Enquiry	
3 General Design Issues	38
Getting a Feel for Design Issues	39
<i>Choosing a Research Strategy – Overview</i>	39

Experimental Methodology	45
Survey Methodology	49
Case Study Methodology	51
Treating Other Enquiries as Case Studies	53
Implications of Taking Case Study Seriously	55
Feminist Research and Sexism	63
Establishing Trustworthiness	66
Further Reading	75
4 Experimental Design Outside the Laboratory	77
Introduction	77
Experimentation and Causality	79
Laboratory Experiments and the Real World	80
Field Experiments	83
True Experimental Designs	87
Quasi-experimentation	98
Single-subject Experimental Designs	109
Passive Experimentation	115
Further Reading	120
5 Designing Small Surveys	121
Introduction	121
What is a Survey?	123
Advantages and Disadvantages of the Survey	125
Why Carry Out a Survey?	127
Formal Designs for Surveys	130
Practicalities of Design	132
Sampling in Surveys – and Elsewhere	135
Probability Samples	137
Non-probability Samples	140
Representative Sampling and the Real World	142
Sampling and the Other Research Strategies	144
Further Reading	144
6 Designing Case Studies	146
Introduction	146
Developing a Conceptual Framework	150
Developing a Set of Research Questions in a Case Study	153
Developing a Sampling Strategy	154
Selection of Data Collection Techniques	157
Types of Case Study	160
Requirements from the Investigator	162
Research Strategies and Real Life	165
Further Reading	166
<i>Choosing a Research Strategy – Summary</i>	167

7	Designing Evaluations	170
	Evaluation – a Purpose, not a Strategy	170
	The Importance of Evaluation	171
	A Note on Possible Subjects for an Evaluation	172
	Defining Evaluation	174
	Differing Approaches	175
	Purposes of Evaluation	177
	Carrying Out an Evaluation	180
	The Politics of Evaluation	183
	Needs Assessment	184
	Evaluation and Enquiry	185
	Further Reading	186
PART III	Tactics – the Methods of Data Collection	187
	<i>Selecting the Method(s) – Overview</i>	188
8	Observational Methods	190
	Introduction	190
	Advantages and Disadvantages of Observation	191
	Observation in Enquiry	192
	Approaches to Observation	193
	Participant Observation	194
	Getting Started	199
	Observational Biases	202
	Structured Observation	206
	Observer Effects	208
	Deciding on a Coding Scheme	209
	Coding Sequences of Behaviour	214
	Reliability and Structured Observation	220
	Further Reading	225
9	Interviews and Questionnaires	227
	Introduction	227
	Interviews	228
	Advantages and Disadvantages of Interviews	229
	Types and Styles of Interviews	230
	General Advice for Interviewers	231
	Content of the Interview	233
	Carrying out Structured Interviews	235
	Carrying out Semi-structured Interviews	237
	Focused Interviews	240
	Other Approaches to Interviewing	241
	Self-completed Questionnaires	243
	The Coding of Responses	252
	Diaries	254
	Scales and Tests	255
	Further Reading	267

10	Unobtrusive Measures and Other Approaches	269
	Introduction	269
	Trace Measures	270
	Using Documents	272
	Using Data Archives	282
	Brief Review of Additional Approaches	285
	Using Multiple Methods	289
	Further reading	291
	<i>Arranging the Practicalities</i>	294
PART IV	Dealing with the Data	303
	The Qualitative/Quantitative Debate	303
	<i>Collecting the Data</i>	304
	Analysing and Interpreting the Data	305
	<i>Preparing for Analysis</i>	306
11	The Analysis of Quantitative Data	309
	Introduction	309
	Creating a Data Set	311
	Exploring the Data Set	317
	Exploring Relationships between Two Variables	331
	Exploring Relationships among Three or More Variables	343
	Exploring Differences	350
	Quantitative Analysis and the Research Strategies (Experiment, Survey and Case Study)	365
	Further reading	368
12	The Analysis of Qualitative Data	370
	Introduction	370
	Types of Qualitative Analysis	371
	Approaches to Analysis	372
	General Strategies for Analysis	377
	Carrying out Analysis during Data Collection	384
	Filing and Storage Systems	388
	Analysis on Completion of Data Collection	390
	Drawing Conclusions from Qualitative Data	399
	Establishing the Trustworthiness of Enquiry Based on Qualitative Data	402
	Further Reading	407
PART V	Making an Impact	409
13	Reporting on the Enquiry	410
	Introduction	410
	<i>Reporting What You Have Found</i>	411

The Scientific Journal Format	412
The Case Study Report	415
Writing for Clients – the Technical Report	418
Alternative Forms of Presentation	420
Writing Skills	424
Further Reading	428
<i>Acting on the Findings</i>	429
14 Intervention and Change	430
Introduction	430
The (Lack of) Impact of Research	432
Models of the Change Process	435
Action Research	438
Further Reading	443
15 Researchers and Practitioners	445
Introduction	445
The Practitioner–Researcher	446
The Researcher Role	450
The Research Consultant (Project Adviser) Role	456
An Enquiring Society?	459
Further Reading	463
Appendix A Writing a Project Proposal	464
Appendix B Ethical Principles for Conducting Research with Human Participants (British Psychological Society)	470
Appendix C Guidelines on Anti-sexist Language (British Sociological Association)	476
References and Author Index	479
Subject Index	502