

Brief contents

Det	cailed contents	ix
Abo	out the author	xxiii
Intr	oducing the students	xxiv
Gui	de to the book	xxviii
Guided tour of textbook features		xxxiv
Gui	ded tour of the ORC: lecturer resources	xxxvi
Gui	ed tour of the ORC: student resources	xxxviii
Abb	previations	xli
Pa	ort One	1
1	Social research strategies	3
2	Research designs	29
3	Planning a research project and formulating research questions	65
4	Getting started: reviewing the literature	80
5	Ethics and politics in social research	112
Pa	rt Two	137
6	The nature of quantitative research	139
-	The nature of quantitative research Sampling	139 164
6		
6 7	Sampling	164
6 7 8	Sampling Structured interviewing	164 191
6 7 8 9	Sampling Structured interviewing Self-completion questionnaires	164 191 215
6 7 8 9	Sampling Structured interviewing Self-completion questionnaires Asking questions	164 191 215 230
6 7 8 9 10 11	Sampling Structured interviewing Self-completion questionnaires Asking questions Structured observation	164 191 215 230 253
6 7 8 9 10 11	Sampling Structured interviewing Self-completion questionnaires Asking questions Structured observation Content analysis	164 191 215 230 253 273
6 7 8 9 10 11 12 13	Sampling Structured interviewing Self-completion questionnaires Asking questions Structured observation Content analysis Secondary analysis and official statistics	164 191 215 230 253 273 294
6 7 8 9 10 11 12 13 14 15	Sampling Structured interviewing Self-completion questionnaires Asking questions Structured observation Content analysis Secondary analysis and official statistics Quantitative data analysis	164 191 215 230 253 273 294 313
6 7 8 9 10 11 12 13 14 15	Sampling Structured interviewing Self-completion questionnaires Asking questions Structured observation Content analysis Secondary analysis and official statistics Quantitative data analysis Using SPSS for Windows	164 191 215 230 253 273 294 313 339
6 7 8 9 10 11 12 13 14 15	Sampling Structured interviewing Self-completion questionnaires Asking questions Structured observation Content analysis Secondary analysis and official statistics Quantitative data analysis Using SPSS for Windows	164 191 215 230 253 273 294 313 339
6 7 8 9 10 11 12 13 14 15	Sampling Structured interviewing Self-completion questionnaires Asking questions Structured observation Content analysis Secondary analysis and official statistics Quantitative data analysis Using SPSS for Windows Int Three The nature of qualitative research	164 191 215 230 253 273 294 313 339 363
6 7 8 9 10 11 12 13 14 15 Pa	Sampling Structured interviewing Self-completion questionnaires Asking questions Structured observation Content analysis Secondary analysis and official statistics Quantitative data analysis Using SPSS for Windows Three The nature of qualitative research Ethnography and participant observation	164 191 215 230 253 273 294 313 339 363 365 400

VIII Brief contents

21	Documents as sources of data	514
22	Qualitative data analysis	537
23	Computer-assisted qualitative data analysis: using NVivo	564
Pa	ert Four	585
24	Breaking down the quantitative/qualitative divide	587
25	Mixed methods research: combining quantitative and qualitative research	602
26	E-research: using the Internet as object and method of data collection	627
27	Writing up social research	660
Glo	ssary	691
Ref	erences	701
Na	me index	727
Ind	ex	733



About the author

Introducing the students

Validity

Relationship with research strategy

Detailed contents

Introducing the students Guide to the book		xxiv
		xxviii xxxiv
Guided tour o		
Guided tour of the ORC: lecturer resources		xxxvi
Guided tour o	of the ORC: student resources	xxxviii
Abbreviation	S	xli
Part One		1
Chapter 1	Social research strategies	3
	Introduction	4
	Theory and research	6
	What type of theory?	6
	Deductive and inductive theory	9
	Epistemological considerations	13
	A natural science epistemology: positivism	14
	Interpretivism	15
	Ontological considerations	18
	Objectivism	18
	Constructionism	19
	Relationship to social research	21
	Research strategy: quantitative and qualitative research	21
	Influences on the conduct of social research	24
	Values	24
	Practical considerations	26
	Key points	27
	Questions for review	28
Chapter 2	Research designs	29
	Introduction	30
	Criteria in social research	31
	Reliability	31
	Replication	32

xxiii

32

33

	Research designs	35
	Experimental design	35
	Cross-sectional design	44
	Longitudinal design(s)	49
	Case study design	52
	Comparative design	58
	Bringing research strategy and research design together	61
	Key points	63
	Questions for review	63
Chapter 3	Planning a research project and formulating research questions	65
	Introduction	66
	Getting to know what is expected of you by your institution	66
	Thinking about your research area	67
	Using your supervisor	67
	Managing time and resources	68
	Formulating suitable research questions	69
	Writing your research proposal	75
	Preparing for your research	76
	Doing your research and analysing your results	76
	Checklist	78
	Key points	78
	Questions for review	79
Chapter 4	Getting started: reviewing the literature	80
	Reviewing the existing literature	81
	Getting the most from your reading	82
	Systematic review	85
	Narrative review	92
	Searching the existing literature	95
	Electronic databases	95
	Keywords and defining search parameters	100
	Referencing your work	101
	The role of the bibliography	106
	Avoiding plagiarism	107
	Checklist	110
	Key points	110
	Questions for review	111
Chapter 5	Ethics and politics in social research	112
	Introduction	113
	Ethical principles	118

	invasion of privacy	123
	Deception	124
	Ethics and the issue of quality	125
	The difficulties of ethical decision-making	128
	New media and difficult decisions	129
	Politics in social research	130
	Checklist	133
	Key points	134
	Questions for review	135
Part Two		137
Part TWO		137
Chapter 6	The nature of quantitative research	139
	Introduction	140
	The main steps in quantitative research	140
	Concepts and their measurement	143
	What is a concept?	143
	Why measure?	144
	Indicators	144
	Using multiple-indicator measures	147
	Dimensions of concepts	148
	Reliability and validity	149
	Reliability	149
	Validity	151
	Reflections on reliability and validity	153
	The main preoccupations of quantitative researchers	155
	Measurement	155
	Causality	156
	Generalization	156
	Replication	157
	The critique of quantitative research	159
	Criticisms of quantitative research	159
	Is it always like this?	160

118

121

160

161

162

162

162

Harm to participants

Reverse operationism

Sampling

Questions for review

Key points

Reliability and validity testing

Lack of informed consent

Chapter 7	Sampling	164
	Introduction to survey research	165
	Introduction to sampling	167
	Sampling error	170
	Types of probability sample	171
	Simple random sample	1 71
	Systematic sample	172
	Stratified random sampling	173
	Multi-stage cluster sampling	175
	The qualities of a probability sample	177
	Sample size	179
	Absolute and relative sample size	179
	Time and cost	180
	Non-response	180
	Heterogeneity of the population	182
	Kind of analysis	182
	Types of non-probability sample	183
	Convenience sampling	183
	Snowball sampling	184
	Quota sampling	185
	Limits to generalization	187
	Error in survey research	188
	Key points	189
	Questions for review	189
Chapter 8	Structured interviewing	191
	Introduction	192
	The structured interview	193
	Reducing error due to interviewer variability	194
	Accuracy and ease of data processing	195
	Other types of interview	195
	Interview contexts	197
	More than one interviewee	197
	More than one interviewer	197
	In person or by telephone?	197
	Computer-assisted interviewing	199
	Conducting interviews	200
	Know the schedule	200
	Introducing the research	200
	Rapport	201
	Asking questions	202

	Recording answers	202
	Clear instructions	202
	Question order	203
	Probing	206
	Prompting	207
	Leaving the interview	209
	Training and supervision	209
	Problems with structured interviewing	210
	Characteristics of interviewers	210
	Response sets	210
	The problem of meaning	211
	The feminist critique	211
	Key points	213
	Questions for review	213
Chapter 9	Self-completion questionnaires	215
	Introduction	216
	Self-completion questionnaire or postal questionnaire?	216
	Evaluating the self-completion questionnaire in relation to the	
	structured interview	217
	Advantages of the self-completion questionnaire over the	
	structured interview	217
	Disadvantages of the self-completion questionnaire in comparison	
	with the structured interview	218
	Steps to improve response rates to postal questionnaires	220
	Designing the self-completion questionnaire	221
	Do not cramp the presentation	221
	Clear presentation	222
	Vertical or horizontal closed answers?	222
	Clear instructions about how to respond	224
	Keep question and answers together	224
	Diaries as a form of self-completion questionnaire	224
	Advantages and disadvantages of the diary as a method of data	
	collection	228
	Key points	228
	Questions for review	229
Chapter 10	Asking questions	230
	Introduction	231
	Open or closed questions?	231
	Open questions	231
	Closed questions	235

	Types of questions	238
	Rules for designing questions	239
	General rules of thumb	239
	Specific rules when designing questions	240
	Vignette questions	245
	Piloting and pre-testing questions	247
	Using existing questions	248
	Checklist	249
	Key points	251
	Questions for review	251
Chapter 11	Structured observation	253
	Introduction	254
	Problems with survey research on social behaviour	254
	So why not observe behaviour?	256
	The observation schedule	260
	Strategies for observing behaviour	261
	Sampling	262
	Sampling people	262
	Sampling in terms of time	263
	Further sampling considerations	263
	Issues of reliability and validity	264
	Reliability	264
	Validity	265
	Field stimulations as a form of structured observation	266
	Criticisms of structured observation	268
	On the other hand	269
	Checklist	270
	Keypoints	270
	Questions for review	271
Chapter 12	Content analysis	273
	Introduction	274
	What are the research questions?	276
	Selecting a sample	278
	Sampling media	278
	Sampling dates	278
	What is to be counted?	280
	Significant actors	280
	Words	280
	Subjects and themes	282

	Dispositions	282
	Coding	283
	Coding schedule	283
	Coding manual	283
	Potential pitfalls in devising coding schemes	288
	Advantages of content analysis	288
	Disadvantages of content analysis	291
	Checklist	292
	Key points	292
	Questions for review	293
Chapter 13	Secondary analysis and official statistics	294
	Introduction	295
	Other researchers' data	296
	Advantages of secondary analysis	297
	Limitations of secondary analysis	300
	Accessing the Data Archive	300
	Official statistics	304
	Reliability and validity	306
	Condemning and resurrecting official statistics	307
	Official statistics as a form of unobtrusive method	309
	Key points	311
	Questions for review	312
Chapter 14	Quantitative data analysis	313
	Introduction	314
	A small research project	315
	Missing data	318
	Types of variable	321
	Univariate analysis	322
	Frequency tables	322
	Diagrams	324
	Measures of central tendency	325
	Measures of dispersion	325
	Bivariate analysis	325
	Relationships not causality	326
	Contingency tables	326
	Pearson's r	327
	Spearman's rho	329
	Phi and Cramér's V	329
	Comparing means and eta	330

	Multivariate analysis	330
	Could the relationship be spurious?	330
	Could there be an intervening variable?	331
	Could a third variable moderate the relationship?	331
	Statistical significance	332
	The chi-square test	334
	Correlation and statistical significance	335
	Comparing means and statistical significance	335
	Checklist	336
	Key points	336
	Questions for review	337
Chapter 15	Using SPSS for Windows	339
	Introduction	340
	Getting started in SPSS	342
	Beginning SPSS	342
	Entering data in the Data Viewer	342
	Defining variables: variable names, missing values, variable labels,	
	and value labels	343
	Recoding variables	345
	Computing a new variable	347
	Data analysis with SPSS	348
	Generating a frequency table	348
	Generating a bar chart	351
	Generating a pie chart	351
	Generating a histogram	352
	Generating the arithmetic mean, median, standard deviation,	
	and range	352
	Generating a contingency table, chi-square, and	
	Cramér's V	352
	Generating Pearson's r and Spearman's rho	352
	Generating scatter diagrams	353
	Comparing means and eta	354
	Generating a contingency table with three	
	variables	358
	Further operations in SPSS	361
	Saving your data	361
	Retrieving your data	361
	Printing output	361
	Key points	361
	Questions for review	362

Part Three		363
Chapter 16	The nature of qualitative research	365
	Introduction	366
	The main steps in qualitative research	370
	Theory and research	373
	Concepts in qualitative research	373
	Sampling in qualitative research	375
	Reliability and validity in qualitative research	376
	Adapting reliability and validity for qualitative research	376
	Alternative criteria for evaluating qualitative research	377
	Recent discussions about quality criteria for qualitative research	380
	Between quantitative and qualitative research criteria	381
	Overview of the issue of criteria	383
	The main preoccupations of qualitative researchers	384
	Seeing through the eyes of the people being studied	385
	Description and the emphasis on context	386
	Emphasis on process	388
	Flexibility and limited structure	389
	Concepts and theory grounded in data	390
	The critique of qualitative research	391
	Qualitative research is too subjective	391
	Difficult to replicate	391
	Problems of generalization	391
	Lack of transparency	392
	Is it always like this?	392
	Some contrasts between quantitative and qualitative research	393
	Some similarities between quantitative and qualitative research	394
	Feminism and qualitative research	396
	Key points	398
	Questions for review	398
Chapter 17	Ethnography and participant observation	400
	Introduction	401
	Access	403
	Overt versus covert ethnography	403
	Access to closed settings	405
	Access to open/public settings	407
	Ongoing access	408
	Key informants	409
	Roles for ethnographers	410

	Active or passive?	413
	Sampling	414
	Purposive sampling	414
	Not just people	416
	Field notes	417
	Types of field notes	420
	The end	421
	Can there be a feminist ethnography?	422
	The rise of visual ethnography	424
	Key points	433
	Questions for review	433
Chapter 18	Interviewing in qualitative research	435
	Introduction	436
	Differences between the structured interview and the	
	qualitative interview	437
	Asking questions in the qualitative interview	438
	Preparing an interview guide	442
	Kinds of questions	445
	Recording and transcription	451
	Telephone interviewing	457
	Sampling	458
	Purposive sampling	458
	Feminist research and interviewing in qualitative research	463
	Qualitative interviewing versus participant observation	465
	Advantages of participant observation in comparison to qualitative	
	interviewing	465
	Advantages of qualitative interviewing in comparison to participant	
	observation	466
	Overview	468
	Checklist	469
	Key points	470
	Questions for review	470
Chapter 19	Focus groups	472
	Introduction	473
	Uses of focus groups	475
	Conducting focus groups	476
	Recording and transcription	476
	How many groups?	477
	Size of groups	479
	Level of moderator involvement	480

	Selecting participants		481
	Asking questions		483
	Beginning and finishing		485
	Group interaction in focus group sessions		485
	The focus group as a feminist method		487
	Limitations of focus groups		488
	Checklist		489
	Key points		490
	Questions for review		491
Chapter 20	Language in qualitative research		492
	Introduction		493
	Conversation analysis		493
	Assumptions of conversation analysis		495
	Transcription and attention to detail		496
	Some basic tools of conversation analysis		496
	Overview		498
	Discourse analysis		499
	Uncovering interpretative repertoires		502
	Producing facts		503
	Critical discourse analysis		508
	Overview		510
	Key points		512
	Questions for review		512
Chapter 21	Documents as sources of data		514
	Introduction		515
	Personal documents		516
	Diaries, letters, and autobiographies		516
	Visual objects		518
	Official documents deriving from the state)	521
	Official documents deriving from private s	ources	522
	Mass-media outputs		523
	Virtual documents		525
	The world as text		526
	Readers and audiences—active or passiv	e?	526
	The reality of documents		526
	Interpreting documents		528
	Qualitative content analysis		529
	Semiotics		531
	Hermeneutics		532

	Checklist	534
	Key points	534
	Questions for review	535
Chapter 22	Qualitative data analysis	537
	Introduction	538
	General strategies of qualitative data analysis	539
	Analytic induction	539
	Grounded theory	541
	Basic operations in qualitative data analysis	550
	Steps and considerations in coding	550
	Turning data into fragments	552
	Problems with coding	553
	Thematic analysis	554
	Narrative analysis	556
	Secondary analysis of qualitative data	561
	Key points	562
	Questions for review	562
Chapter 23	Computer-assisted qualitative data analysis: using NVivo	564
	Introduction	565
	Is CAQDAS like quantitative data analysis software?	566
	No industry leader	566
	Lack of universal agreement about the utility of CAQDAS	566
	Learning NVivo	568
	Coding	569
	Searching text	576
	Memos	580
	Saving an NVivo project	582
	Opening an existing NVivo project	582
	Final thoughts	582
	Key points	584
	Questions for review	584
Part Four		585
Chapter 24	Breaking down the quantitative/qualitative divide	587
	Introduction	588
	The natural science model and qualitative research	589
	Quantitative research and interpretivism	591
7. F. K.	Quantitative research and constructionism	592

	Research methods and epistemological and ontological considerations	593
	Problems with the quantitative/qualitative contrast	594
	Behaviour versus meaning	594
	Theory and concepts tested in research versus theory and concepts	
	emergent from data	595
	Numbers versus words	595
	Artificial versus natural	596
	The mutual analysis of quantitative and qualitative research	597
	A qualitative research approach to quantitative research	597
	A quantitative research approach to qualitative research	597
	Quantification in qualitative research	598
	Thematic analysis	598
	Quasi-quantification in qualitative research	598
	Combating anecdotalism through limited quantification	599
	Key points	600
	Questions for review	600
Chapter 25	Mixed methods research: combining quantitative and	
	qualitative research	602
	Introduction	603
	The argument against mixed methods research	604
	The embedded methods argument	604
	The paradigm argument	604
	Two versions of the debate about quantitative and qualitative	
	research	606
	Approaches to mixed methods research	606
	A content analysis of articles based on mixed methods research	608
	Approaches to combining quantitative and qualitative research in	
	mixed methods research	610
	Reflections on mixed methods research	624
	Key points	625
	Questions for review	626
Chapter 26	E-research: using the Internet as object and method of	
	data collection	627
	Introduction	628
	The Internet as object of analysis	629
	Using the Internet to collect data from individuals	632
	An ethnography of the Internet?	633
	Qualitative research using online focus groups	637
	Qualitative research using online personal interviews	642

	Online social surveys	644
	Email surveys	644
	Web surveys	645
	Mixing modes of survey administration	646
	Sampling issues	647
	Overview	649
	Ethical considerations in Internet research	654
	Key points	658
	Questions for review	658
Chapter 27	Writing up social research	660
	Introduction	661
	Writing up your research	662
	Start early	662
	Be persuasive	662
	Get feedback	663
	Avoid sexist, racist, and disablist writing	663
	Structure your writing	663
	Writing up quantitative, qualitative, and mixed methods research	668
	Writing up quantitative research	669
	Writing up qualitative research	672
	Writing up mixed methods research	675
	Postmodernism and its implications for writing	679
	Writing ethnography	684
	Experiential authority	685
	Typical forms	685
	The native's point of view	685
	Interpretative omnipotence	686
	Checklist	686
	Key points	688
	Questions for review	688
Glossary		691
References		701
Name index		727
Index		733