Contents

Preface xv

Introduction xix

Chapter 1

Research Theory 1

Chapter 2

Research Analysis 27

Chapter 3

The Library 45

Chapter 4

Defining the Research 67

Chapter 5

Review of Literature 83

Chapter 6

Methods and Procedures of Conducting Research: Sample 97

Chapter 7 Methodology Procedures 115

Chapter 8

Quantitative Design: Experimental and Survey Research 135

Chapter 9

Qualitative Design: Ethnographic and Historic Research 169

Chapter 10

Method of Analysis 197

Chapter 11

Results 223

Chapter 12

Conclusions, Implications, and Recommendations for Further Study 239

Chapter 13

Writing and Communicating Research 257

Appendix A:

Cue Words 275

Appendix B:

Abbreviations 276

Appendix C:

Library Research Guide 277

Appendix D:

Tour of Your Library 281

Appendix E:

Setup of Paper 283

Appendix F: Example of Title Page 285

Appendix G:

Computer Guidelines for Creation of Paper Setup and Table of Contents Using Word 2003 286

Appendix H:

Computer Guidelines for Writing the Bibliography Using Word 2003 288

Appendix I:

Web Sites for Research Related to Fashion 289

Appendix J:

Flynn Research Analysis Form (FRAF) 291

Appendix K:

Two Completed FRAFs 296

Glossary of Key Terms 305

Credits 311

Index 313