

# Detailed Table of Contents

	<b>Contributors</b>	viii			
	<b>Acknowledgements</b>	ix			
	<b>Foreword</b>	x			
	<b>Guided tour</b>	xi			
	<b>Online learning centre</b>	xiv			
	<b>Part 1</b>				
	<b>Getting Started in Social Research</b>	1			
1	<b>Introducing social research in a global context</b>	2			
	Conceptions of social science research	2			
	Why is learning about research important?	3			
	Social research in a global context	5			
	Fundamental concepts in social science research	8			
	<i>Chapter summary</i>	9			
	<i>Chapter review questions</i>	10			
2	<b>Developing a research topic and planning the research project</b>	12			
	The research process	12			
	Statement of the problem	15			
	Formulating a research question	18			
	Generating a hypothesis	21			
	Research design	21			
	<i>Chapter summary</i>	26			
	<i>Chapter review questions</i>	27			
3	<b>Writing a literature review</b>	28			
	Myths associated with conducting literature reviews	28			
	What is a literature review?	29			
	The seven Review of Literature Evaluative Steps (ROLES)	29			
	Academic writing styles	45			
	The finished product: a rigorous literature review	48			
	<i>Chapter summary</i>	49			
	<i>Chapter review questions</i>	49			
4	<b>Selecting a research approach: paradigm, methodology and methods</b>	51			
	Paradigm, methodology and methods	52			
	Paradigms and philosophical underpinnings	53			
	Selecting a research paradigm and research methods	58			
	<i>Chapter summary</i>	60			
	<i>Chapter review questions</i>	61			
5	<b>Ethical considerations in conducting research</b>				62
	Historical studies leading to development of ethics committees and codes of ethics				62
	Issues to consider in ethical research				64
	<i>Chapter summary</i>				71
	<i>Chapter review questions</i>				72
	<b>Part 2</b>				
	<b>Identifying a Useful Methodology and Methods</b>				73
6	<b>Measurement</b>				74
	Variables and operational definitions				75
	Levels of measurement				77
	Reliability and validity				80
	Limitations of measurement				83
	<i>Chapter summary</i>				83
	<i>Chapter review questions</i>				84
	<i>Useful websites</i>				85
7	<b>Methods of sampling</b>				86
	Selecting a sample size				87
	Choosing a sampling technique				89
	Probability sampling				89
	Non-probability sampling				92
	Implications of sampling				93
	An example of poor sampling				95
	Challenges to sampling in a South African context				95
	<i>Chapter summary</i>				98
	<i>Chapter review questions</i>				99
	<i>Useful websites</i>				99
8	<b>Survey research</b>				100
	Types of survey research				100
	Questionnaires				101
	Interviews				102
	Principles of effective questionnaire design				103
	Principles of effective question design				104
	Closed question formats				110
	<i>Chapter summary</i>				112
	<i>Chapter review questions</i>				113
9	<b>Experimental research</b>				114
	Use of experimental research				115
	Classical experimental research				115
	Quasi-experimental research				115
	Fundamentals of experimental and quasi-experimental research				116
	Experimental designs				117

	Quasi-experimental designs	119			
	The commonality between experimental and quasi-experimental designs	120			
	Threats to internal and external validity	121			
	Strengths and limitations of experimental research designs	122			
	<i>Chapter summary</i>	123			
	<i>Chapter review questions</i>	123			
<b>10</b>	<b>Qualitative research</b>	<b>124</b>			
	Finding a good qualitative research question	124			
	Towards a definition of qualitative research	126			
	Qualitative research designs	127			
	Ways of collecting qualitative data	132			
	Ensuring trustworthiness and credibility	137			
	<i>Chapter summary</i>	138			
	<i>Chapter review questions</i>	139			
<b>11</b>	<b>Document analysis</b>	<b>140</b>			
	The nature of documents	140			
	The analysis of documents	141			
	Examples of document analysis	145			
	Some methodological aspects of documentary research	146			
	Limitations of documentary research	147			
	<i>Chapter summary</i>	148			
	<i>Chapter review questions</i>	148			
	<i>Useful websites</i>	149			
<b>12</b>	<b>Collecting data through observation</b>	<b>150</b>			
	Types of observations	151			
	How and why do we use observation?	151			
	Advantages, disadvantages and limitations of observation	153			
	Writing field notes	154			
	Developing an observation guide	155			
	Analysis of observation data	159			
	<i>Chapter summary</i>	160			
	<i>Chapter review questions</i>	160			
<b>13</b>	<b>Multi-method research</b>	<b>161</b>			
	What is mixed methods research?	161			
	Mixed model research	162			
	Triangulation	162			
	Designing and implementing research and evaluative studies	163			
	The multi-method research paradigm	166			
	Multi-method research design	168			
	Triangulation in practice	168			
	The logic of multi-method data collection and analysis	172			
	<i>Chapter summary</i>	173			
	<i>Chapter review questions</i>	174			
	<i>Useful websites</i>	174			
				<b>Part 3</b>	
				<b>Analysing and Presenting Data: Exercises in Analysis and Interpreting Your Research</b>	<b>175</b>
			<b>14</b>	<b>Descriptive statistics</b>	<b>176</b>
				Descriptive statistics	176
				Measures of central tendency	177
				Measures of variability	179
				Picture this! Representing your research results graphically	183
				Constructing graphs	186
				Types of distributions	188
				Digging deeper: using cumulative indices to compare data	189
				Compiling a cumulative indices table	190
				Describing bivariate data: the correlation coefficient	195
				Characteristics of correlations	195
				Calculating correlations	197
				Representing a correlation graphically	200
				<i>Chapter summary</i>	201
				<i>Chapter review questions</i>	202
			<b>15</b>	<b>Inferential statistics</b>	<b>203</b>
				Hypothesis setting and testing	204
				Probability	207
				The normal distribution	207
				What is statistical significance?	212
				T-tests to investigate differences between groups	217
				Testing the significance of correlations	223
				Using non-parametric statistical tests	225
				<i>Chapter summary</i>	225
				<i>Chapter review questions</i>	226
				<i>Useful websites</i>	227
			<b>16</b>	<b>Qualitative data analysis</b>	<b>228</b>
				Narrative analysis	229
				Thematic analysis	231
				Phenomenological analysis	238
				Discourse analysis	241
				Trustworthiness of the data	243
				<i>Chapter summary</i>	244
				<i>Chapter review questions</i>	245
			<b>17</b>	<b>Writing up your research</b>	<b>246</b>
				Preliminary difficulties	246
				An outline structure	247
				Managing the writing-up process	255
				Plagiarism	256
				<i>Chapter summary</i>	257
				<i>Chapter review questions</i>	259
				<b>Appendix A: Areas under the normal curve</b>	<b>260</b>
				<b>Appendix B: Critical values of <math>t</math></b>	<b>264</b>
				<b>Appendix C: Critical values of <math>r</math> (Pearson product-moment correlation coefficient)</b>	<b>266</b>
				<b>Glossary</b>	<b>268</b>
				<b>References</b>	<b>276</b>
				<b>Index</b>	<b>289</b>