# Contents

| List of figures and tables   | xiii |
|------------------------------|------|
| Foreword by Chris Gratton    | xiv  |
| Preface to the third edition | xvi  |

## A WHAT IS HESEARCH?

| Introduction                              | 2  |
|---|----|
| What is 'research'?                       | 3  |
| The characteristics of research           | 4  |
| Why undertake research?                   | 5  |
| The different types of research           | 6  |
| Pure and applied research                 | 8  |
| Primary and secondary research            | 8  |
| Theoretical and empirical research        | 9  |
| Disciplinary approaches to sport research | 9  |
| Some misconceptions about research        | 10 |
| Understanding sports research             | 11 |
| How to read research                      | 12 |
| Summary                                   | 14 |
| Activity                                  | 15 |
| Further reading                           | 16 |
|   |    |

| Introduction 1                                    | 8  |
|---|----|
| The nature of knowledge 1                         | 9  |
| Quantitative and qualitative research 2           | 23 |
| Choosing quantitative or qualitative approaches 2 | 26 |
| Mixing quantitative and qualitative data 2        | 27 |
| Deductive and inductive research 2                | 29 |
| Two broad research traditions 3                   | 30 |
| What approaches are suitable for my research? 3   | 31 |
| Summary 3   | 32 |
| Activity 3  | 32 |
| About your research project 3                     | 33 |

| Introduction                  | 35 |
|-------------------------------|----|
| The research process          | 35 |
| Planning the research process | 40 |
| Summary                       | 42 |
| Activity                      | 42 |
| Further reading               | 42 |
|                               |    |

# PERSONAL MARKEN CONTRACTOR AND CONTRACTOR AND CONTRACTOR

| Introduction                       | 45 |
|------------------------------------|----|
| Coming up with a research question | 45 |
| Focusing your research question    | 49 |
| Writing a research proposal        | 56 |
| Weaknesses in research proposals   | 57 |
| Summary                            | 58 |
| Activity                           | 59 |
| About your research project        | 59 |
|                                    |    |

| Introduction                      | 61 |
|-----------------------------------|----|
| Purposes of the literature review | 62 |

| Quantitative and qualitative studies –                  |    |
|---|----|
| the differing nature of the literature review           | 63 |
| Sources of literature                                   | 64 |
| Finding the literature                                  | 65 |
| Focusing your literature search                         | 68 |
| Assessing the literature                                | 70 |
| Assessing internet sites                                | 71 |
| How do I know when I have collected enough literature?  | 72 |
| Writing up the literature review                        | 73 |
| Structuring your literature review                      | 75 |
| Referencing other authors                               | 76 |
| Mistakes often made in the literature review            | 79 |
| Identifying secondary data                              | 80 |
| How do I know if I have completed my literature review? | 82 |
| Summary   | 82 |
| Activity  | 83 |
| About your research project                             | 83 |
| Further reading   | 84 |
|   |    |

## 6 THEORIES COMOSIZES AND VARIABLES

| Introduction                                      | 86  |
|---|-----|
| Theories and theoretical frameworks               | 86  |
| Considering your approach                         | 88  |
| Choosing an appropriate theory                    | 90  |
| Concepts and conceptual frameworks                | 91  |
| Types of quantitative measurement                 | 95  |
| Assessing quantitative research                   | 101 |
| The relationship between reliability and validity | 105 |
| Enhancing reliability and validity                | 106 |
| Assessing qualitative research                    | 106 |
| Enhancing the quality of qualitative research     | 108 |
| Summary   | 109 |
| Activity  | 109 |
| About your research project                       | 110 |

# PRESERVED PLOTENS:

| Introduction         | 112 |
|----------------------|-----|
| Experimental designs | 113 |

| Cross-sectional/survey designs                    | 116 |
|---|-----|
| Time series designs                               | 117 |
| Longitudinal designs                              | 118 |
| Case study research                               | 119 |
| Grounded theory designs                           | 121 |
| Action research                                   | 121 |
| Ethnography                                       | 122 |
| Autoethnography                                   | 122 |
| Sampling issues                                   | 125 |
| Selecting a sample                                | 126 |
| Determining the sample size                       | 131 |
| Case study sampling                               | 132 |
| Non-response bias                                 | 133 |
| What methods should I use to collect data from    |     |
| my sample?  | 134 |
| Triangulation                                     | 135 |
| Combining quantitative and qualitative approaches | 137 |
| Ethical considerations in research design         | 137 |
| Assessing the ethics of your research             | 141 |
| Using ethics to improve your research             | 142 |
| Summary   | 142 |
| Activity  | 143 |
| About your research project                       | 143 |
| Further reading                                   | 144 |
|   |     |

# S COLLECTING DATA E DE OUESHONMAIRE : OURVEY

146 Introduction When is the use of a questionnaire appropriate? 147 Advantages of using questionnaires 148 Disadvantages of using questionnaires 149Using internet-based questionnaires 149152Designing the questionnaire 158 Ordering the questionnaire 159Designing internet surveys Enhancing the online survey experience 161 162 Problems in questionnaire design 164 Piloting the questionnaire 169 Increasing your response rate

| The covering letter                                | 170 |
|--|-----|
| Administering the questionnaire at sporting events | 171 |
| Following up non-respondents                       | 172 |
| Summary  | 173 |
| Activity   | 173 |
| About your research project                        | 174 |
| Further reading                                    | 174 |

|  | parte<br>ph |        | हे जाते<br>हिटलपाल | and Street | 12 1  |           | 20 - 13. | annerger<br>an Line |  |        | 10- 14 | an a | 8.4 |        | distan |  |  |
|--|-------------|--------|--------------------|------------|-------|-----------|----------|---------------------|--|--------|--------|--|-----|--------|--------|--|--|
|  | mut         | 7 St A | R ====<br>130255   | in the     | 3.1.2 | 200 Marca |          | S. S. A             |  | 1. A.K | R. H   | 1.2.3                                    | -   | 1 Prod |        |  |  |

| Introduction                            | 176 |
|---|-----|
| When is interviewing appropriate?       | 176 |
| The different types of interview        | 177 |
| Advantages of interviews                | 178 |
| Disadvantages of interviews             | 179 |
| Designing the interview guide           | 180 |
| Carrying out the interview              | 182 |
| Phenomenological interviews             | 185 |
| Narrative interviews                    | 185 |
| Motivating the informant                | 186 |
| Asking sensitive questions              | 187 |
| Using visual methods within interviews  | 188 |
| Recording the interview                 | 188 |
| Maximising the quality of the interview | 189 |
| Telephone and online interviews         | 191 |
| Interviews and sample size              | 192 |
| The key informant interview             | 193 |
| Focus groups                            | 195 |
| Summary                                 | 197 |
| Activity                                | 197 |
| About your research project             | 198 |
| Further reading                         | 198 |
|   |     |

| Introduction                         | 200 |
|--------------------------------------|-----|
| Advantages of unobtrusive methods    | 200 |
| Disadvantages of unobtrusive methods | 201 |

| Observation and participant observation | 201 |
|---|-----|
| When is observation appropriate?        | 202 |
| Advantages of observational methods     | 204 |
| Disadvantages of observational methods  | 205 |
| Carrying out an observational study     | 206 |
| Recording data                          | 207 |
| Mistakes made in observational studies  | 209 |
| Content analysis                        | 209 |
| Mistakes made in content analysis       | 215 |
| Summary                                 | 215 |
| Activity                                | 216 |
| About your research project             | 216 |
| Further reading                         | 217 |
|   |     |

| Introduction                        | 219 |
|-------------------------------------|-----|
| Characteristics of ethnography      | 221 |
| Undertaking a sport ethnography     | 222 |
| Ethnographic methods                | 227 |
| Ethical issues in sport ethnography | 228 |
| Experiential ethnography            | 230 |
| Writing the ethnography             | 231 |
| Ethnography and student research    | 232 |
| Summary                             | 232 |
| Activity                            | 233 |
| About your research project         | 233 |
| Further reading                     | 234 |

| Introduction                  | 236 |
|-------------------------------|-----|
| Sources of data               | 236 |
| Undertaking a 'netnography'   | 237 |
| Netnographic methods          | 239 |
| Assessing your data           | 240 |
| The ethics of online research | 241 |

| Summary                     | 243 |
|-----------------------------|-----|
| Activity                    | 244 |
| About your research project | 244 |
| Further reading             | 244 |

## 13 ANALYSING DATA I: OUANTITATIVE DATA ANALYSIS

| Introduction  | 246 |
|---|-----|
| The use of computer software in quantitative analysis | 247 |
| Data preparation                                      | 247 |
| Using SPSS for Windows                                | 249 |
| Analysing data using SPSS for Windows                 | 252 |
| Methods of analysis                                   | 253 |
| Descriptive statistics                                | 253 |
| Inferential statistics                                | 258 |
| Interpreting your results                             | 259 |
| Tests of association                                  | 261 |
| Testing differences                                   | 263 |
| Choosing your test                                    | 268 |
| Reporting the findings                                | 269 |
| A final word on statistics                            | 270 |
| Mistakes sometimes made in quantitative analysis      | 270 |
| Summary   | 271 |
| About your research project                           | 271 |
| Further reading                                       | 272 |

| Introduction                              | 274 |
|---|-----|
| Stages of qualitative analysis            | 275 |
| Developing codes and themes               | 276 |
| Presenting your analysis                  | 281 |
| Computer analysis and qualitative data    | 282 |
| Ensuring the trustworthiness of your data | 283 |
| Summary                                   | 286 |
| Activity                                  | 286 |

| About your research project | 287 |
|-----------------------------|-----|
| Further reading             | 287 |

| 8 | 5 T 5 - | 2.9 |         |       |         |       | 200 - |                        |     |  |
|---|---------|-----|---------|-------|---------|-------|-------|------------------------|-----|--|
|   |         |     | A 4.7 1 | 98 Z. | 5.1.255 | 1 2 4 | 12 A  | 85. <sup>10</sup> . 13 | 123 |  |

| Introduction                          | 289 |
|---------------------------------------|-----|
| Writing the research report           | 289 |
| Structuring the written report        | 291 |
| Language and writing style            | 299 |
| Assessing your own research report    | 300 |
| Defending your research               | 303 |
| Presenting your research              | 304 |
| Presenting a research poster          | 305 |
| Other ways of reporting your research | 307 |
| Summary                               | 308 |
| About your research project           | 309 |
| Further reading                       | 309 |

Introduction 311 The types of student research 311 Initial considerations 313 What characterises a good piece of student research? 314 Originality and generalisability 314 The research timescale 315 Gaining collaboration and access 316 The role of your tutor 318 Common faults in student research 321 Summary 322 About your research project 323 Further reading 323

| Bibliography | 324 |
|--------------|-----|
| Index        | 335 |