

CONTENTS

About the Author	vii
Your Guide to Using this Book	viii
Acknowledgements	x
1 Introduction	1
PART A PRINCIPLES AND PLANNING FOR RESEARCH	15
2 Theoretical Perspectives and Research Methodologies	17
3 Selecting and Planning Research Proposals and Projects	41
4 Research Ethics	69
5 Searching, Critically Reviewing and Using the Literature	97
PART B RESEARCH METHODOLOGY	129
6 Research Design: Quantitative Methods	131
7 Research Design: Qualitative Methods	161
8 Research Design: Mixed Methods	191
9 Sampling Strategies	207
10 Designing Descriptive and Analytical Surveys	233
11 Designing Case Studies	261
12 Designing Evaluations	289
13 Action Research and Change	319
PART C DATA COLLECTION METHODS	339
14 Questionnaires and Surveys	341
15 Interviewing	377
16 Non-Participant Observation	405
17 Ethnography and Participant Observation	431
18 Focus Groups	459
19 Unobtrusive Measures	489

20	Visual Research Methods	505
21	Digital Research Methods	529
22	Secondary Data and Research	563
	PART D ANALYSIS AND REPORT WRITING	591
23	Getting Started Using SPSS	593
24	Analysing and Presenting Quantitative Data	609
25	Getting Started Using NVivo	653
26	Analysing and Presenting Qualitative Data	683
27	Writing Up the Research	711
28	Preparing for Presentations and Vivas	737
	Glossary	763
	References	775
	Index	803