Contents

Preface to Second Edition	X
Preface to First Edition	XV
Acknowledgements	xviii
Ways of Using the Book	XX
Carrying out an enquiry	xxi
PART I Before You Start	1
Keeping a Research Diary	1
1 Real World Enquiry	3
Focusing on the Real World	3
Fixed and Flexible Designs	4
Can All This Be Safely Skipped?	5
Evaluation, Action Research and Change	6
The Audience for this Book	8
Returning to the Real World	10
Further Reading	15
2 Approaches to Social Research	16
Introduction	16
Being Scientific	17
Relativist Approaches	22
Current Views of Social Research	26
Realism and Real World Research	29
A Pragmatic Approach	42
Further Reading	44
3 Developing Your Ideas	45
Introduction	45

	Deciding on the focus	47
	Deciding on the Research Questions	54
	Developing the research questions	56
	The Place of Theory	61
	Ethical Considerations	65
	Further Reading	76
PA	RT II Designing the Enquiry	77
4	General Design Issues	79
	Introduction	79
	A Framework for Research Design	80
	Getting a Feel for Design Issues	83
	Choosing a research strategy	86
	Establishing Trustworthiness	93
	Further Reading	93
5	Fixed Designs	95
	Introduction	95
	General Features of Fixed Designs	98
	Establishing Trustworthiness in Fixed Design Research	100
	Experimental Fixed Designs	110
	Experiments and the Real World	111
	Field Experiments	113
	Randomized Controlled Trials and the 'Gold Standard'	116
	Realist Critique of Randomized Controlled Trials	119
	True Experiments	123
	Quasi-experiments	133
	Single Case Experiments	146
	Non-experimental Fixed Designs	154
	Relational Designs	155
	Comparative Designs	159
	Longitudinal Designs	160
	Sample Size in Fixed Designs	161
	Further Reading	162
6	Flexible Designs	163
	Introduction	163
	General Features of Flexible Design Research	164
	Establishing Trustworthiness in Flexible Design Research	168
	Research Traditions in Qualitative Research	177
	Case Studies	177
	Ethnographic Studies	186

	Grounded Theory Studies	190
	Other Traditions of Flexible (Qualitative) Research Design	193
	Sample Size in Flexible Designs	198
	Further Reading	199
7	Designs for Particular Purposes: Evaluation, Action	
,	and Change	201
	Introduction	201
	Evaluation Research	202
	Action Research	215
	Intervention and Change	219
	Researchers and Practitioners	219
	Further Reading	220
PAI	RT III Tactics: The Methods of Data Collection	223
	Selecting the method(s)	223
8	Surveys and Questionnaires	227
	Introduction	227
	What Is a Survey?	228
	Advantages and Disadvantages of the Survey	230
	Why a Survey?	232
	Approaches to Survey Data Collection	236
	Carrying Out a Sample Survey	239
	Diaries	258
	Sampling in Surveys - and Elsewhere	260
	Further Reading	267
9	Interviews	269
	Introduction	269
	Types and Styles of Interviews	270
	Advantages and Disadvantages of Interviews	272
	General Advice for Interviewers	273
	Content of the Interview	274
	Carrying Out Different Types of Interview	277
	Informant Interviews	282
	Group Interviews	283
	Analysis of Interview Data	289
	Skills in Interviewing	290
	Further Reading	291
10	Tests and Scales	292
	Attitude Measurement	292

	Other Scaling Techniques	302
	Using Existing Tests and Scales	303
	Developing Your Own Test	304
	Further Reading	307
11	Observational Methods	309
	Introduction	309
	Advantages and Disadvantages of Observation	310
	Observation in Real World Research	311
	Approaches to Observation	312
	Participant Observation	314
	Structured Observation	325
	Deciding on a Coding Scheme	329
	Coding Sequences of Behaviour	334
	Reliability and Structured Observation	339
	Further Reading	344
12	Additional Methods of Data Collection	346
	Unobtrusive Measures	346
	Using Documents	348
	Content Analysis	351
	Using Data Archives	360
	Brief Review of Additional Approaches	362
	Using Multiple Methods	370
	Further Reading	373
	Arranging the practicalities	376
PAF	RT IV Dealing with the Data	385
	Collecting the data	385
	Analysing and Interpreting the Data	386
	Preparing for analysis	387
13	The Analysis of Quantitative Data	391
	Introduction	391
	Creating a Data Set	393
	Starting Data Analysis	398
	Exploring the Data Set	403
	Analysing Relationships between Two Variables	416
	Analysing Relationships among Three or More Variables	427
	Analysing Differences	435
	Quantitative Analysis and Different Fixed Design Research	
	Strategies	447
	Further Reading	453

14 The Analysis of Qualitative Data	455
Introduction	455
Types of Qualitative Analysis	457
Using Computer Software for Qualitative Data Analysis	460
An Overview of the NUD*IST Approach	464
Approaches to Qualitative Data Analysis in Different Desig	gn
Traditions	472
Case Study Data Analysis	473
Data Analysis in Ethnographic Studies	486
Data Analysis in Grounded Theory Studies	492
Alternative Approaches to Qualitative Analysis	497
Further Reading	498
15 Reporting on the Enquiry	500
Introduction	500
Reporting what you have found	500
Reporting Fixed Design (Quantitative) Research	503
The Scientific Journal Format	504
Reporting Flexible Design (Qualitative) Research	507
Reporting on Case Studies	511
Writing for Non-academic Audiences: The Technical Repo	ort 514
Alternative Forms of Presentation	516
Writing Skills	519
Further Reading	522
Afterword	524
Appendix A Writing a Project Proposal	526
How to Recognize a Good Proposal	527
The Content of a Research Proposal	528
The Problem of Pre-specifying Flexible Design Studies	531
Shortcomings of Unsuccessful Proposals	531
Further Reading	532
Appendix B The Roles of Practitioner-Researchers	
Researchers and Consultants in Real World Research	-
The Practitioner–Researcher	534
The Researcher	538
The Research Consultant (Project Adviser) Role	542
Further Reading	544
Glossary	545
References and Author Index	554
Subject Index	587