SAGE researchmethods

What every researcher needs

2012 Choice *Outstanding Academic Title*   2011 *Magnum Opus Gold Award for Best Navigation*

2011 *Apex Award for "One-of-a-Kind" Electronic and Web Publication*   Highly recommended for libraries by Choice

NATIONAL CHENG KUNG UNIVERSITY
OCT 18, 2022
JIM KAO 高政邦

Outline

What is SAGE Research Methods (SRM) – 30 mins

- SAGE Story
- SAGE Research Methods Books & Reference (Core) / Cases / Datasets
- SAGE Research Video series
- SAGE Research Methods Foundation
- SAGE Research Methods – Data Visualization
- SAGE Research Methods – Doing Research Online

SRM can help to Faculty and Student - 10 mins

- Role Playing and Function Demo

Resource and Material - 5 mins

- Recommendation by Subject and Term

Q & A – 10 mins

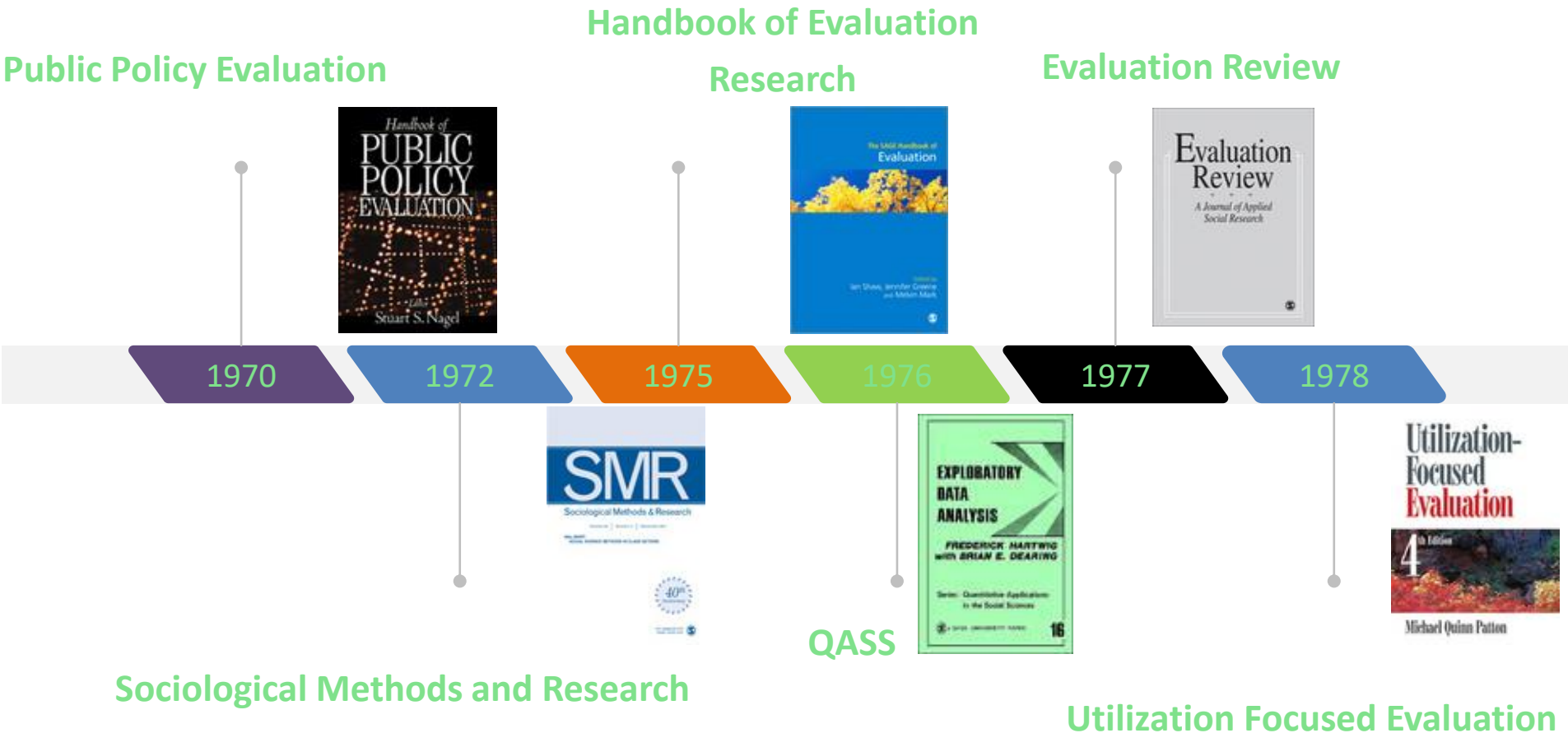A brief history of SAGE Publications

SAGE STORY

Our Vision

"Believing passionately that engaged scholarship lies at the heart of any healthy society and that education is intrinsically valuable. SAGE aims to…play a creative role in society by disseminating teaching and research on a global scale, …and an ability to combine quality and innovation."

SAGE Voyage - Research Method

Public Policy Evaluation

Handbook of Evaluation Research

Evaluation Review

1970 1972 1975 1976 1977 1978

Sociological Methods and Research

QASS

Utilization Focused Evaluation

SAGE Voyage - Research Method

Case Study Research
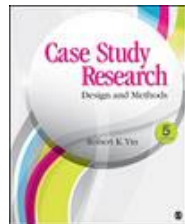
Evaluation

Evaluation

SAGE Encyclopedia of Social Science Research Methods

| 1984 | 1994 | 1995 | 2000 | 2004 | 2007 |

Research Design

Discovering Statistics Using SPSS
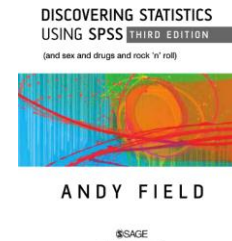
Journal of Mixed Methods Research

- 第一本研究方法相關的期刊
  - Sociological Methods and Research Journal – 1972
- 第一本研究方法相關的參考書籍
  - The Handbook of Evaluation Research – 1975
- 第一套研究方法系列叢書
  - Quantitative Applications in the Social Sciences - 1977

SAGE Voyage - Research Method

研究方法的第一和唯一

- **No 1:** 研究方法領域排名第一的出版集團
- **Only 1:** 唯一在美國和歐洲有專門研究方法編輯團隊的出版集團
- **Resources:** 已經出版1000多本研究方法領域書籍，學科包含人文社科的各個領域。
- **Global branding:** 在全球各地該領域學者中頗負盛名。

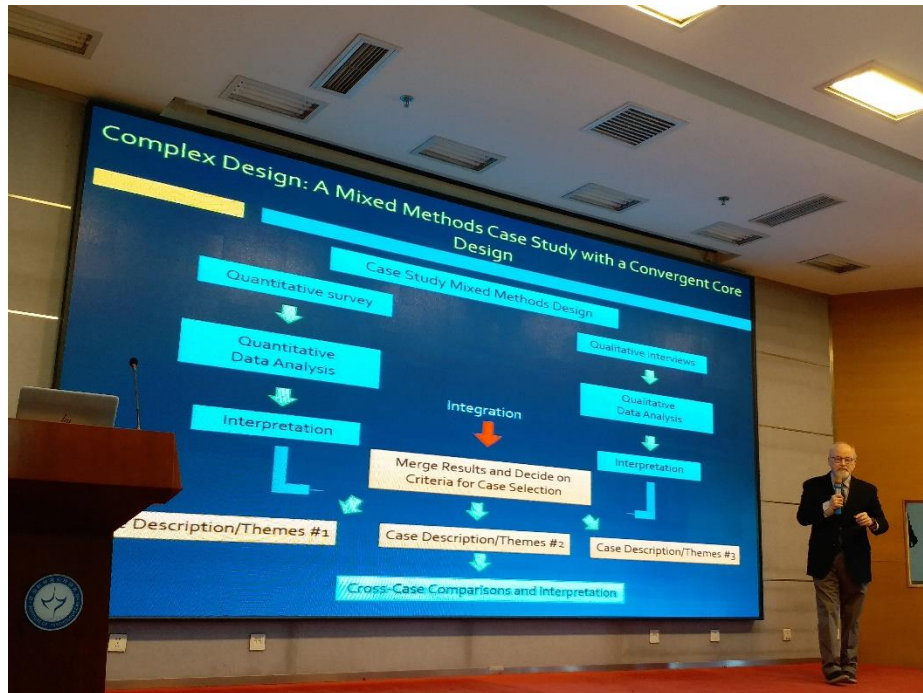"SAGE **recognized**, **supported**, and **marketed** research methods

SAGE **gave sharp** to research methods as we know the field today"

John W. Creswell

University of Nebraska-Lincoln

Research Methods Workshops in China
-- Creswell on Mixed Methods –
December 2019.

Research Support@HKU Libraries

The HKU Libraries provides support in different stages of your research cycle.

| Search this Guide | Search |

- Home
- Ideation
- Write Research Proposal
- Literature Review
- Organize References
- **Research Methods**
- Research Data
- Ethical Considerations
- Publishing
- Research Assessment
- Research Visibility
- Research Funding
- HKU Scholarships
- Information for RPg Students

Research Methods

Designing an appropriate research methodology to collect and analyze data is an important component of your research cycle. Some HKUL resources include:

1. SAGE Research Methods

SAGE Research Methods is a tool created to help researchers, faculty, and students with their research projects. Users can explore methods concepts to help them design research projects, understand particular methods or identify a new method, conduct their research, and write up their findings. Since SAGE Research Methods focuses on methodology rather than disciplines, it can be used across the social sciences, health sciences, and other areas of research.

2. Cochrane Library

Cochrane Library consists of a regularly updated collection of evidence–based medicine databases. The databases are: Cochrane Database of Systematic Reviews, Database of Abstracts of Reviews of Effects (DARE), The Cochrane Central Register of Controlled Trials (CENTRAL), Cochrane Database of Methodology Reviews (Methodology Reviews), Health Technology Assessment Database (HTA), NHS Economic Evaluation Database (NHS EED).

HARVARD Kennedy School

Q. What library resources are available to help me understand different research methods?

At HKS you have access to two great resources that help you learn more about different research methods.

1. HKS Research Methods on Demand
2. SAGE Research Methods Online

他山之石 - 新生圖書館利用活動主題

One stop platform to Methodology

SAGE RESEARCH METHODS CONTENT

Research
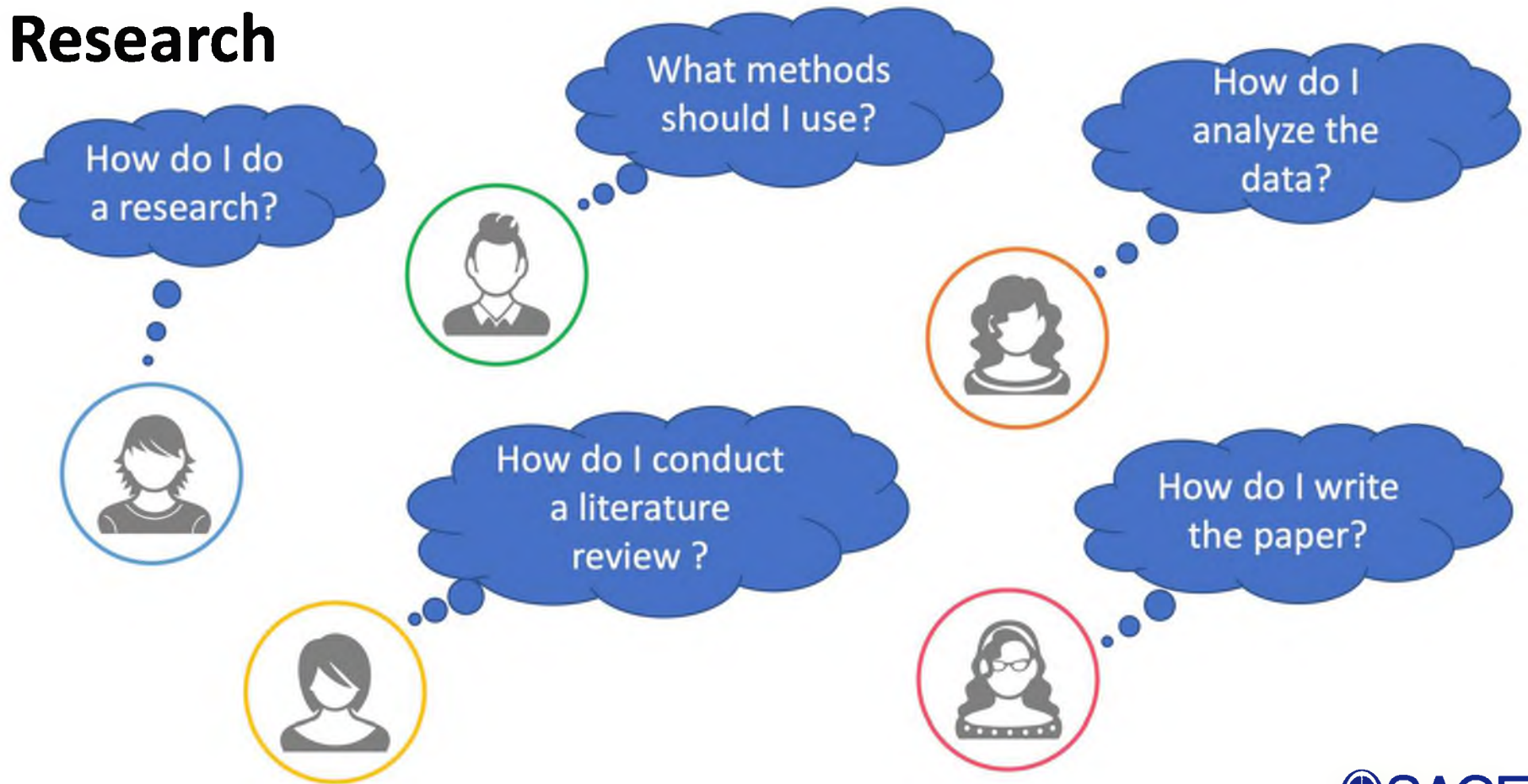
Research Workflow

Carrying out a research project

Research Design
Method Selection
Literature Review
Data Collection
Data Analysis
Writing Up

SAGE Research Methods supports research at all levels by providing material to guide users through every step of the research process.

SAGE
Publishing

What does it Contain?

Video

2100+ Videos

Books

1000+ books and references

Reference

SAGE Research Methods (25 Disciplines)

2700+ Cases

Cases

Foundations

650+ Datasets

Datasets

SAGE Publishing
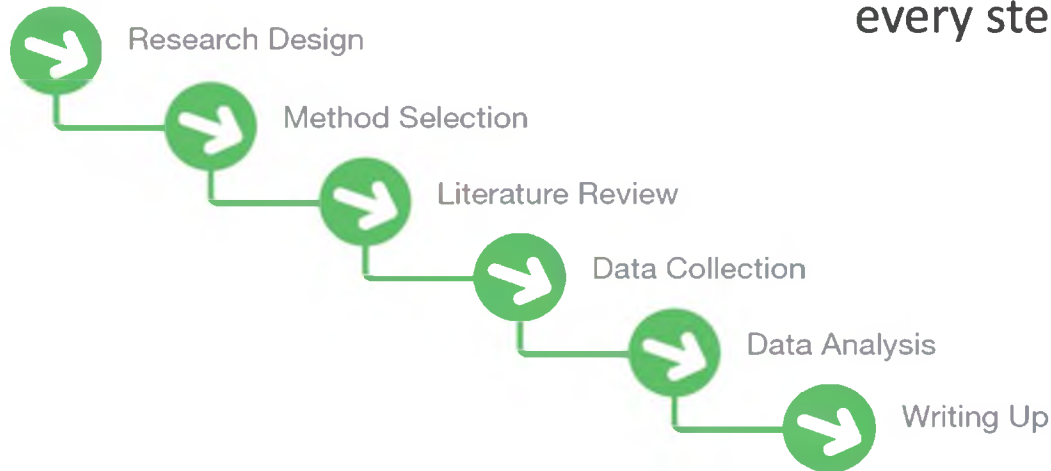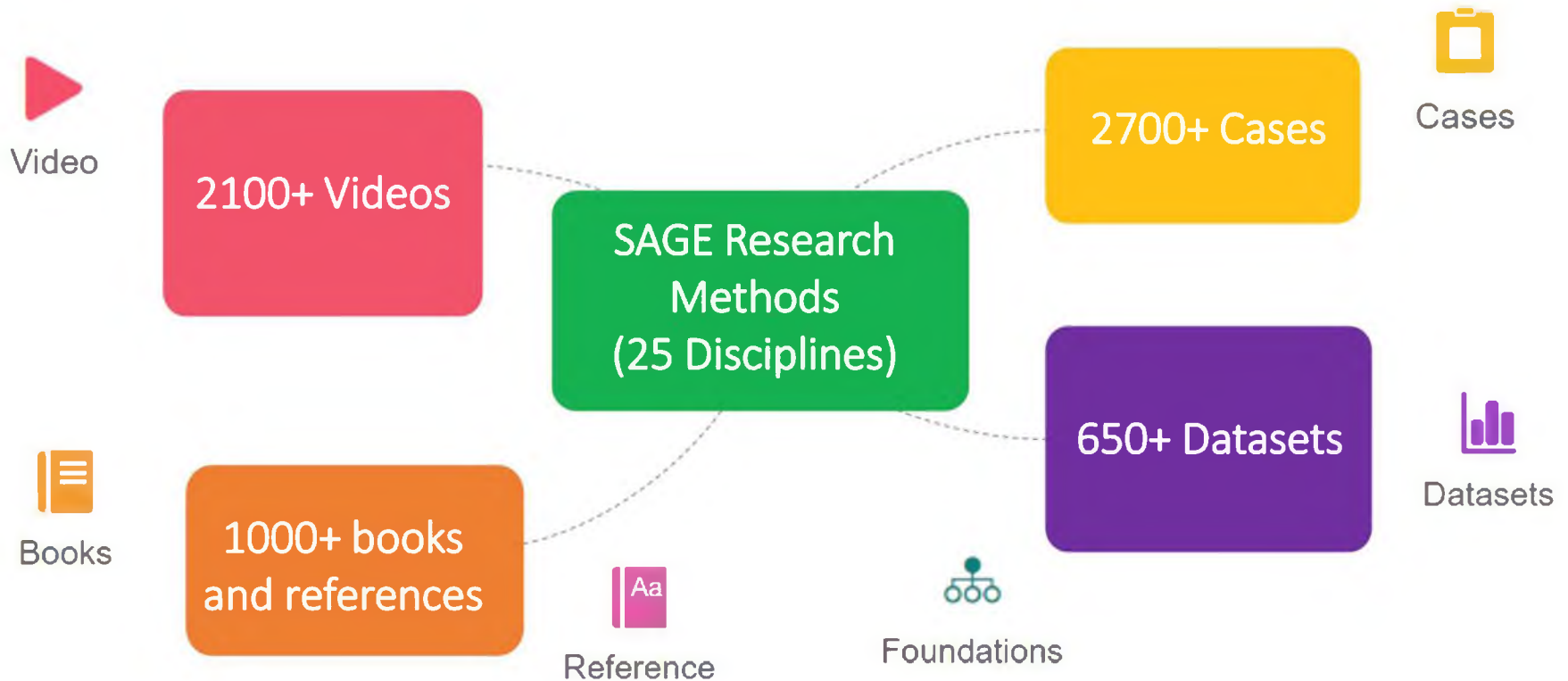
What does it contain?

SRM provides various content types to meet the need of users

But why we need various content types?

SRM Books and References

SRM Cases

SRM Datasets

SRM Video

Short Answer

SAGE Publishing

Various Content types

If you're looking for	Try
A quick explanation of a term or concept	Dictionary or Encyclopedia entry
In-depth coverage of a specific aspect of a method	Whole books (Little Green and Little Blue Books can be especially useful for method overviews)
In-depth coverage of a specific aspect of a method	Book chapters that hone in on that topic
Actual examples of methods applied in real research contexts	Journal articles or Cases
Sample datasets for hands-on practice or to use in assignments or exams	Datasets
Methods in action	Video

SAGE Publishing

What does it contain?

SRM Methods Map – Explore the research methods terrain, read definitions of key terminology, and discover content relevant to your research journey

Tools

Which Stats Test – Choose an appropriate statistical method using this straightforward tool

Project Planner – Tips and guidance for all stages of the research process

SAGE Publishing

SRM 是

- 為了「回應」「學習」「教學」研究方法的單一整合性互動式網站
- 查詢並瀏覽研究方法以及方法的使用指南
- 如何設計研究問題
- 如何撰寫研究論文或是報告
- 如何選擇合適的研究方法

…以及更多有關研究方法的解答

What every researcher needs

Find resources to answer your research methods and statistics questions

I want to...

Read classic and cutting edge books	Watch methods come alive	Find quick answers and definitions	Learn about quantitative methods
Books 🔒	Video 🔒	Reference 🔒	Little Green Books 🔒
Learn about qualitative methods	Learn from stories of real research	Practice data analysis	Design a research project
Little Blue Books 🔒	Cases 🔒	Datasets 🔒	Project Planner 🔒
Listen to research methods experts	Understand the foundations of research methods	Learn about research methodology in medicine	Learn how to visualize data
Podcasts	Foundations 🔒	Medicine and Health 🔒	Data Visualization 🔒

SAGE Research Methods Content

☐ **Page: 220,000 pages**

☐ **Term: 770 terms of qualitative, quantitative, mixed research methods**

☐ **Books: 1,000+ titles**

☐ Case study: 720 cases + 1500 + 500 (M & H)

☐ Dataset: 260 sets + 300

☐ Video: 120 hrs + 60 + 120 + 60 + 55 (M & H) + 60

☐ Foundation: 400 Foundation Entries

☐ Sub Databases: DV + DRO + M&H

If you're looking for	Try
A quick explanation of a term or concept	Dictionary or Encyclopedia entry
In-depth coverage of a specific aspect of a method	Whole books (Little Green and Little Blue Books can be especially useful for method overviews)
In-depth coverage of a specific aspect of a method	Book chapters that hone in on that topic
Actual examples of methods applied in real research contexts	Journal articles or Cases
Sample datasets for hands-on practice or to use in assignments or exams	Datasets
Methods in action	Video

基本操作功能

- 瀏覽 Browse
- 檢索 Search / 再檢索 Search within Results
- 篩選 Filter
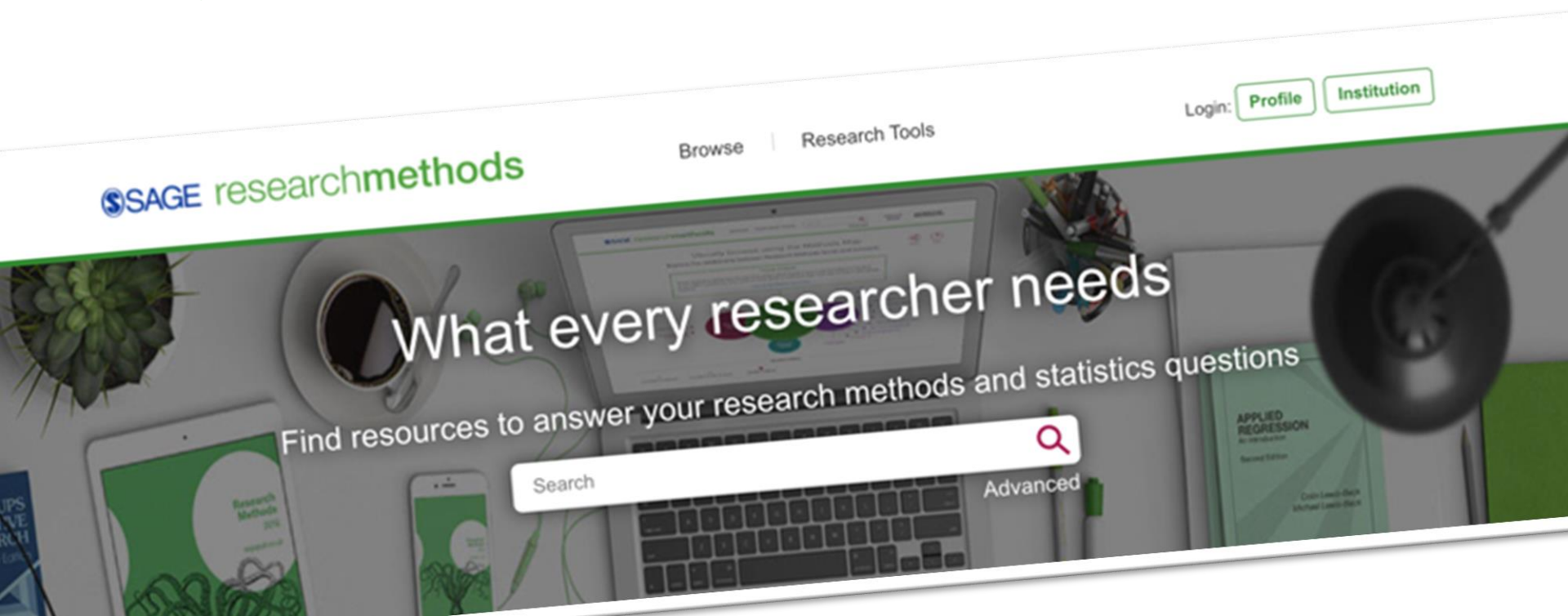
個人化功能

- 我的帳戶 My Profile
- 我的研究方法清單 My Reading Lists
- 我的搜尋存檔 My Searches

- **Platform Design**
- **Basic Operation**

SRM
Demo
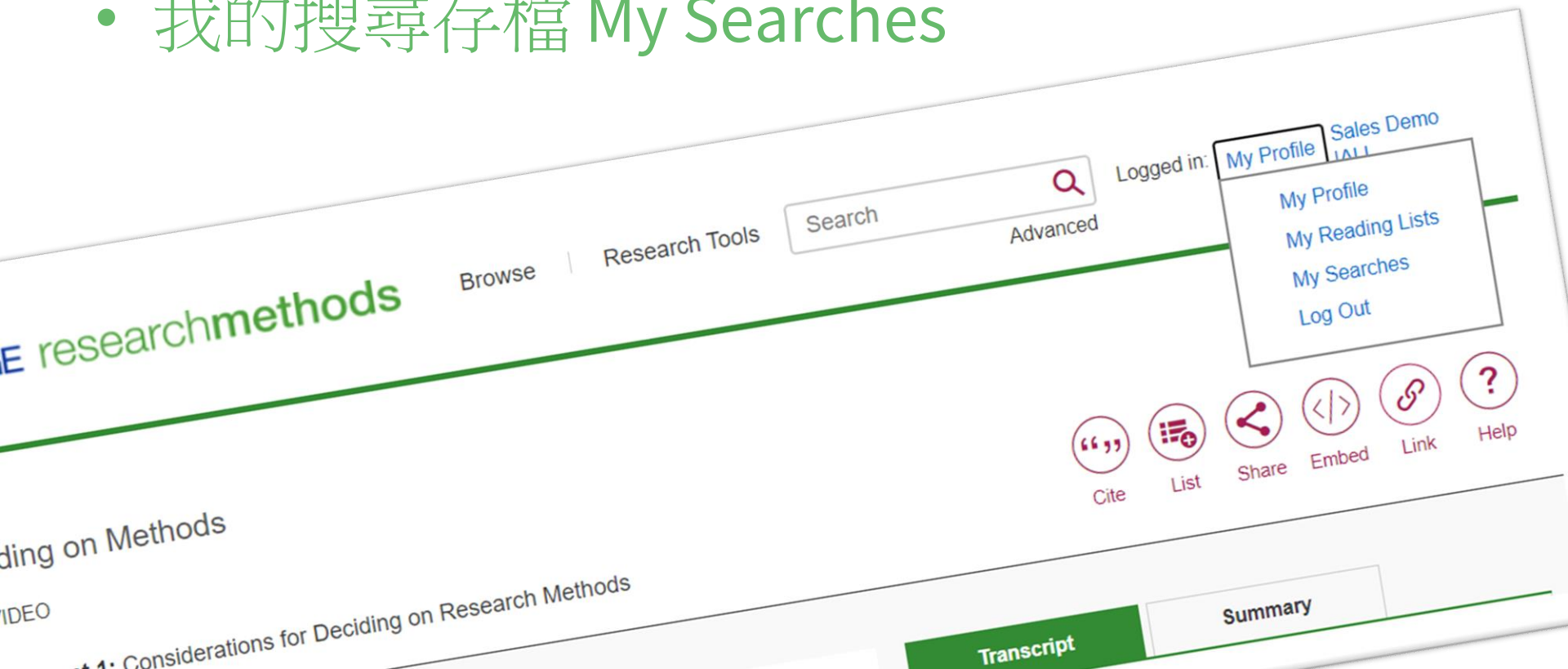
若您在校園以外/院外網域，使用學校/醫院訂購的電子資源，請設定VPN

成大身分
SSL VPN設定網址

設定說明與諮詢窗口 (連線、帳密權限等問題)：

計網中心(分機61010)

成大醫院身分
SSL VPN設定網址

設定說明與諮詢窗口 (連線、帳密權限等問題)：

值班室 (分機2065) 或林先生 (分機4961)

成大圖書館網站
http://www.lib.ncku.edu.tw

查找電子資源

成大首頁 | 網站地圖 | English

認識本館 ▾　　查詢檢索 ▾　　服務項目 ▾　　讀者園地 ▾

整合查詢　館藏目錄　資料庫　電子期刊　站內搜尋

資料庫名稱 ▾ 　Sage Research Methods 　查詢

查詢本館資料庫，請輸入資料庫名稱或點選瀏覽清單

ORCiD

ORCiD 帳號註冊及授權
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Kun-Yen Medical Library

成大崑巖醫學圖書分館網站
https://medlib.lib.ncku.edu.tw/medlib/

館藏資源　　電子期刊　　資料庫　　PubMed　　整合查詢

Sage Research Methods　🔍

校院外連線設定

講習課程	空間預約	研究指引
課程列表	研究小間	學科服務
客製預約	討論室	研究週期
線上學習	電腦教室	學術研究影響力分析服務

❶ 點擊題名

1. *SAGE Research Methods* ❯

- 資料類型: 資料庫
- 連線範圍: Web 版
- 備註: * 僅限本校訂購之範圍可使用，未訂購者無授權

問題通報　簡介 ❯

❷ 登入成功入口/醫院員工帳號

成功大學圖書館
National Cheng Kung University Library

電子資源查詢系統
E-Resources Gateway

登入

使用者名稱：

帳號:

密碼：

密碼:

登入/Login

❸ Sage Research Methods

SAGE researchmethods

Browse By ﹀　Tools ﹀　Search all content ﹀　Enter search terms...　　Signed in:　MY PROFILE　NC

Advanced search

researchmethods

Learn to conduct research from start to finish.

Search within SAGE Research Methods

Advanced search

I want to explore...

Books and Reference	Cases	Datasets
Hundreds of titles provide a quick	Learn about methods application and	Master quantitative and qualitative

若有任何問題，歡迎利用ASK US線上諮詢與我們詢問

線上諮詢時間
週一至週五 9:00~12:00、13:00~16:30

總圖
https://nckucc.webex.com/meet/AskUs

醫圖
https://nckucc.webex.com/meet/MedLib

SAGE RESEARCH METHODS CORE – BOOKS AND REFERENCE

RELATIONAL METHODS

ETHNOGRAPHIC METHODS

FRACTAL ANALYSES

USING the WEB for Research
< Nigel Ford >

DISCOURSE ANALYSIS
Investigating Processes of Social Construction

CONDUCTING INTERVIEWS

ACHIEVING IMPACT IN RESEARCH

SUCCESS IN RESEARCH

Using Narrative in Research
Christine Bold

NICHOLAS WALLIMAN
Your RESEARCH PROJECT
3rd Edition

FEMINIST NETWORK ANALYSIS

QUANTITATIVE NARRATIVE ANALYSIS

The SAGE Handbook of Social Network Analysis
John Scott and Peter J. Carrington

The SAGE Handbook of
Visual Research Methods

EVENT HISTORY ANALYSIS

Series: Quantitative Applications in the Social Sciences

Systematic Self-Observation

ASSOCIATION

The SAGE Handbook of
Research Management

Key Research Concepts in Politics & International Relations

SAGE key concepts

Practitioner Research in Healthcare:
Transformational Research in Action
Dawn Freshwater and John Lees

社會科學量化方法應用系列叢書

- 小綠書系列-1977
  - Quantitative Applications in the Social Sciences
- 全球超過200萬本的銷售量

社會科學質性方法應用系列叢書

- 小藍書系列-1986
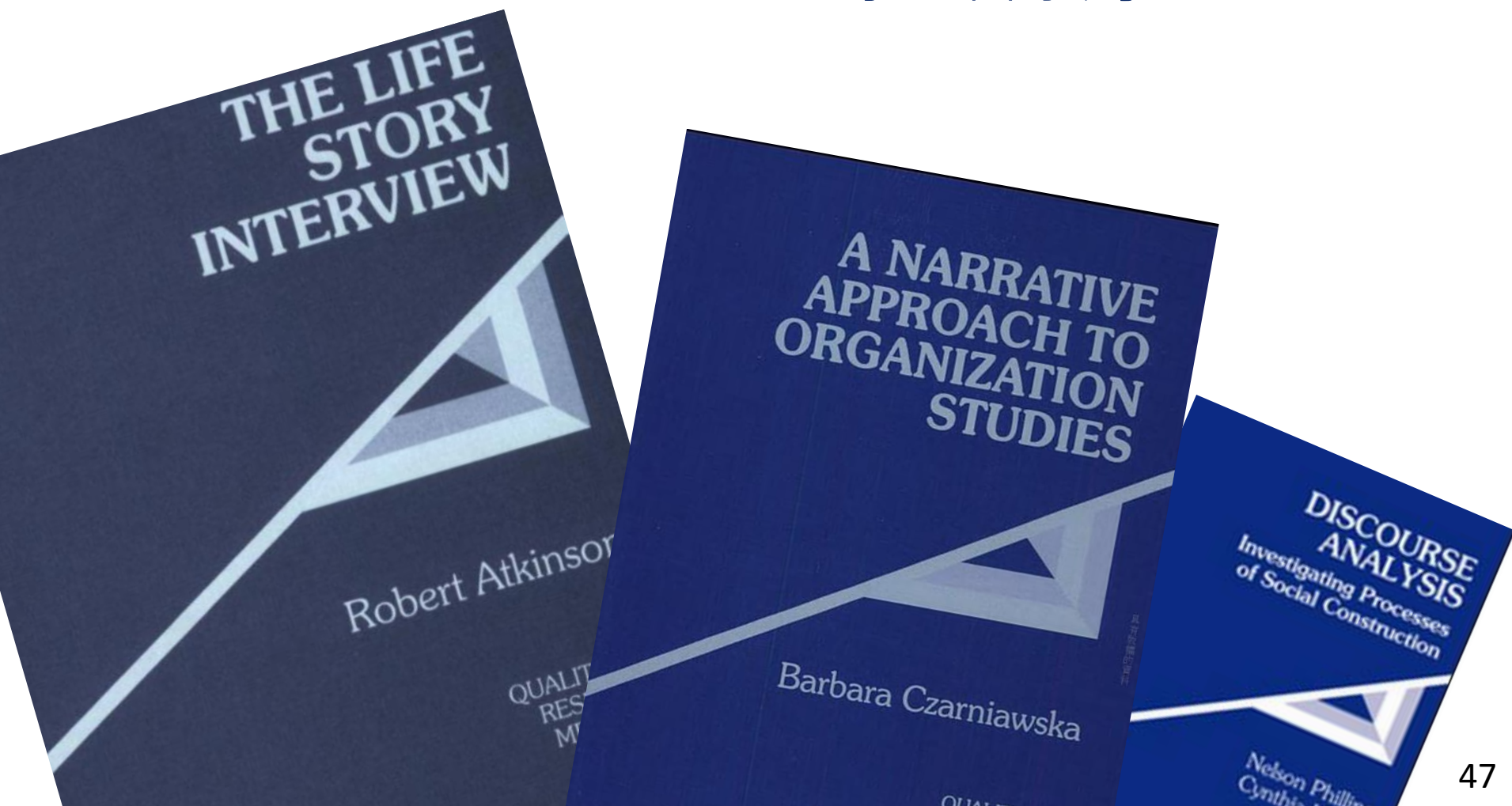
SRM Books and Reference

- 方便瀏覽跟查詢整合性資源
    - 不用翻閱數百本書籍，只為了找尋一個研究方法應用。

- 跨不同型態資料查詢
    - 字典中的名詞定義、期刊中的資料參考、百科全書的意義說明、參考工具書中的實際應用，一次可以查詢完成！

- 可信度高的資源
    - 需要最即時以及最有效度的電子資源！

- 資料來源的廣泛度
    - 非由單一作者或是書籍的角度來看待研究方法，希望可以得到不同角度的定義、執行方式以及如何應用的看法。

Research tools

- The **Methods Map 方法地圖** is a dynamic search tool that helps users explore methods and key terminologies

- **Project Planner 研究專案規劃** offers a step-by-step timeline of every step of the research process, including downloadable checklists and exclusive articles

- **Which Stats Test 統計方法選擇** helps users choose the most appropriate statistical method for their data

- Users can create or search existing **Reading Lists 閱讀清單** for specific methods, or courses

Methods Map

This visualization demonstrates how methods are related and connects users to relevant content.
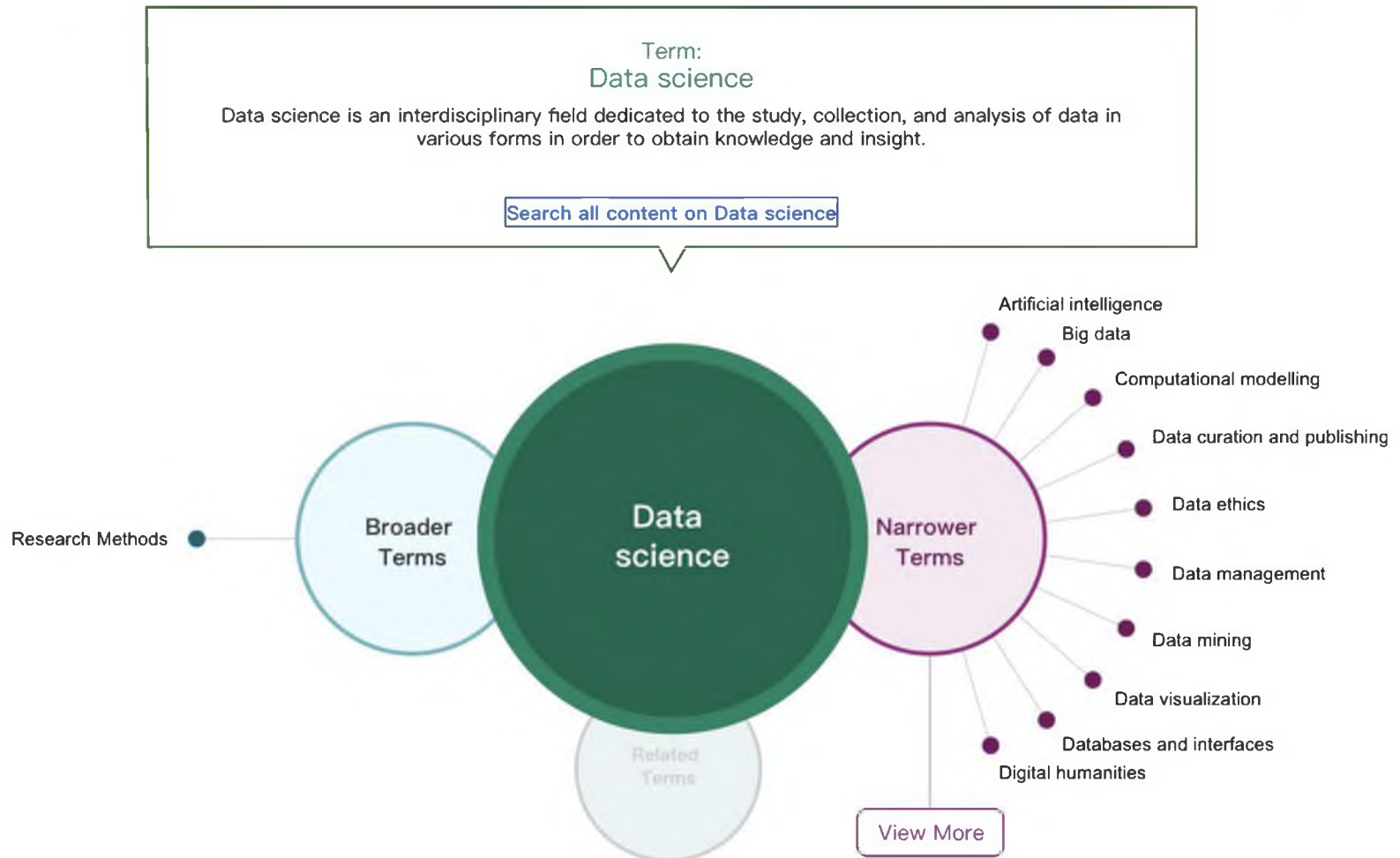
Search the methods map

Term:
Data science

Data science is an interdisciplinary field dedicated to the study, collection, and analysis of data in various forms in order to obtain knowledge and insight.

Search all content on Data science

Research Methods

Broader Terms

Data science

Narrower Terms

Related Terms

- Artificial intelligence
- Big data
- Computational modelling
- Data curation and publishing
- Data ethics
- Data management
- Data mining
- Data visualization
- Databases and interfaces
- Digital humanities

View More

Project Planner

Developing a Researchable Question

✂ Tools

Introduction	+
How Do I Develop a Research Question?	+
When Will I Know What My Research Question Is?	+
How Do I Know if My Research Question Is Suitable?	+
Types of Research Questions: Why? When? Who? How? Where?	+
What Do You Want Your Research to Tell You About the World?	+
What Kinds of Change Can My Research Identify?	+
How Can My Research Explore and Explain?	+
How Can My Research Evaluate?	+
Checklist: What Makes a Researchable Question?	+

Next Stage: Research Design >

Showing results for:

Filtered by Method ✕

1-20 of 2,638 results | **Results per page:** 20 ⬍ | **Sort by:** List Name ⬍

Search

Applied Organizational Psychology

Add to My Lists

Created By: Patrick Cox | **Last Updated:** 7/7/2021

(Contains 8 resources)

- **The SAGE Handbook of Qualitative Research in Psychology**, Jo Silvester & Jo Silvester (2008)

- **Exploring the Development of Jazz Using Visual Network Analysis &amp; Force-Directed Layouts**, Academic: Tomasso Venturini PhD (2021)

- **Doing Ethnographic Fieldwork in Organizational Research&#8212;The Pros and Cons,** Christina Lindkvist Scholten (2019)

and 5 more

Showing results for:

Filtered by User ✕

1-20 of 20 results | Results per page: 20 ⬍ | Sort by: List Name ⬍

AFM 6620

Add to My Lists

Created By: Mary Ka

(Contains 5 resources

Textbooks to support t

WILMINGTON UNIVERSITY™

Academics | **Admission** | **Tuition & Aid** | **Student Services** | **Student Life** | **Alumni**

Courses

Course Descriptions

Course Schedule

2-Year Course Planner

Where & How to Take Courses

Course Descriptions

Applied Family Science

AFM 6620
Research in Practice
3 credits

This course will focus on the practical application of research within the nonprofit sector and in particular the
human & community service. Students will learn the principles of research methods as well as have the oppo
survey design, interviewing, observation, data analysis, assessment and planning. Emphasis will be on stude
research to effectively assess needs, develop programs and manage change.

PYCL 0507

Created By: Dana Mills | Nova Southeastern University | **Last Updated:** 1/5/2022

(Contains 6 resources)

- **Statistics for Criminal Justice and Criminology in Practice and Research: An Introduction**, Jack Fitzgerald & Jerry Fitzgerald (2014)

- **Internal**

NSU Florida

- **Program**

COURSE WIZARD

Course Schedules, Syllabi, and Book Information

Course Wizard enables students to browse and search course information: class dates, times, and locations; course descriptions; instructor names; book requirements; syllabi; exam dates, etc.

PYCL 0507 Research and Evaluation for Counselors

(M) Masters

(SP) College of Psychology

3 credits

Description

This course seeks to prepare mental health and school counselors to be informed consumers of research and evaluation. It covers basic statistics, research designs, and program evaluation within the counseling and educational fields. It provides experience in developing accountability measures and in reading research and evaluating reports applicable to multicultural populations.

Learning Outcomes

1) Understand "the importance of research in advancing the counseling profession," including its use.

2) Demonstrate ability to search and acquire peer-reviewed literature through available physical and electronic resources that inform evidence-based practice.

3) Understand needs assessments in counseling.

4) Understand development of outcome measures for counseling programs.

5) Understand evaluation of counseling interventions and programs.

6) Understand qualitative, quantitative, and mixed research methods.

7) Understand designs used in research and program evaluation

102(1) Research Method

Created By: Jenyi Chao | **Last Updated:** 6/2/2016

(Contains 3 resources)

- **Doing Research**, (2005)

- **Handbook of Research Design & Social Measurement**, Delbert C. Miller & Neil J. Salkind (2002)

- **How to Develop Children as Researchers: A Step-by-Step Guide to Teaching the Research Process**,
  Mary Kellett (2005)

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姓名	趙 貞怡
電子郵件	jychao@tea.ntue.edu.tw
聯絡電話	55532
職稱	教授
研究專長	教育科技、教學設計、電腦多媒體設計、數位影音創作、人機介面設計
授課領域	研究方法、質性研究、多媒體影音設計、人機介面設計、數位影音創作
面談時間	1101: 週四5-8節 Y532

期刊論文 　研討會論文 　專書 / 專書章節 　研究計畫 　學歷 　經歷 　榮譽

- **Platform Design**
- **Basic Operation**
- **Project Planner**
- **Methods Map**
- **Reading Lists**

SRM Demo

SAGE RESEARCH METHODS CASES

SAGE Research Methods Cases

- ☐ **2,700+** specially commissioned cases
- ☐ 3,000-5,000 words
- ☐ Covering full range of most-used research methods
- ☐ Discipline-specific
- ☐ Links to SRM terms
- ☐ Links to published papers based on case

SAGE Research Methods Cases

Discipline	Method	Academic Level
• Business and Management • Communication and Media Studies • Counseling and Psychotherapy • Education • Geography • Marketing • Political Science and International Relations • Psychology • Social Policy and Public Policy • Social Work • Sociology • …	• Case study research • Survey research • Research questions • Mixed methods • Focus groups • Qualitative interviewing • Ethnography • Measurement • Data collection • Fieldwork More	• Introductory Undergraduate • Intermediate Undergraduate • Advance Undergraduate • Postgraduate

SRM Cases by Prof. Chen K.Z.

https://youtu.be/XCHfNqEHzXI?t=419

SRM Cases example – Edu

A Mixed-Methods Approach: Subcommunities of Similar Thinkers About Literacy Learning Among Teachers and Parents of Immigrant Families 🔒

CASE

By: Ching-Ting Hsin & Gary Glen Price

Published: 2017 | **Product:** SAGE Research Methods Cases Part 2

DOI: https://dx.doi.org/10.4135/9781473979659

Methods: Case study research, Mixed methods, Survey research

  - Less information

Academic Level: Postgraduate

Keywords: mothering, mothers, teaching, literacy, immigrant mothers, distance, surveying

Disciplines: Education

Sub-Disciplines: Working with Parents, Families and Communities

Online ISBN: 9781473979659

Cite List Share Text

Methods Map +

Related Content +

SRM Cases example – Edu

Capturing Professional Growth of Online Instructors: Learning Analysts' Reflections on Studying a Faculty Development Program 🔒

📋 CASE

By: Ken-Zen Chen & Patrick R. Lowenthal

Published: 2018 | **Product:** SAGE Research Methods Cases Part 1

DOI: https://dx.doi.org/10.4135/9781526441652

Methods: Case study research, Survey research, Research questions

+ More information

Find in this case 🔍   Download Case PDF 🔒

https://methods.sagepub.com/case/professional-growth-of-online-instructors-learning-analysts-reflections?fromsearch=true

SRM Cases example – Pol Sci

Challenges of Collecting and Analyzing Data From Online Platforms 🔒

📋 CASE

Cite | List | Share | Text

By: Helen Liu

Published: 2019 | **Product:** SAGE Research Methods Cases Part 2

DOI: https://dx.doi.org/10.4135/9781526496966

Methods: Case study research, Research questions, Data collection

- Less information

Academic Level: Postgraduate

Keywords: public engagement, crowds, crowding, government, internet, open government, information and communication technology

Disciplines: Political Science and International Relations

Sub-Disciplines: Public Administration

Online ISBN: 9781526496966

Published Articles —

Liu, H. K. (2017). An analysis of the social process in ideas generation for public policies. *Information Polity*, 22, 117–135. doi:

http://dx.doi.org/10.3233/IP-170411

Liu, H. K. (2016). Exploring online engagement in public policy consultation: The crowd or the few? *Australian Journal of Public Administration*. 76, 33–47.

Show More

Methods Map

SRM Cases example – Comm

Meta-Analysis: Effects of on Children's Learning in 15 Countries

📋 CASE

Cite   List   Share   Text

By: Marie-Louise Mares & Zhongdang Pan

Published: 2016 | **Product:** SAGE Research Methods Cases Part 1

DOI: https://dx.doi.org/10.4135/97814462730505015595379

Methods: Meta-analysis, Effect size, Standard deviations

 - Less information

Academic Level: Intermediate Undergraduate, Advanced Undergraduate, Postgraduate

Keywords: Sesame Street, Sesame Workshop, outcomes, estimates, Sesame Street, Sesame Workshop, Sesame Street, Sesame Workshop

Disciplines: Communication and Media Studies, Education, Geography, Mathematics, Psychology, Sociology, Technology

Online ISBN: 9781473949737

Published Articles —

Mares, M. L., & Pan, Z. (2013). Effects of *Sesame Street*: A meta-analysis of children's learning in 15 countries. *Journal of Applied Developmental Psychology*, 34, 140–151.
http://dx.doi.org/10.1016/j.appdev.2013.01.001

Methods Map +

Related Content +

https://methods.sagepub.com/case/meta-analysis-effects-sesame-street-on-childrens-learning-in-15-countries?fromsearch=true

SRM Cases example – Comm

Mixed-Methods Communication Research: Combining Qualitative and Quantitative Approaches in the Study of Online Journalism 🔒

📙 CASE

By: Neil Thurman

Published: 2018 | **Product:** SAGE Research Methods Cases Part 1

DOI: https://dx.doi.org/10.4135/9781526428431

Methods: Mixed methods, Content analysis, Case study research

+ More information

[Find in this case 🔍]   [Download Case PDF 🔒]

Methods Map +

Related Content +

Abstract

The purpose of this case was to introduce and evaluate the methods used during 7 years of research into the form, production, and consumption of online news at national and local websites in the United Kingdom, the United States, and Finland. The general methodological approach was inductive and exploratory, with the work based mainly on semi-structured research interviews with journalists and editors and on content analysis. Quantitative Internet audience measurement, and observation and document analysis in the field were also used, although less frequently.

https://methods.sagepub.com/case/mixed-methods-communication-research-online-journalism

SRM Cases example – B&M

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Advanced

Systematic Data Analysis for Multinational Case Study Research 🔒

📋 CASE

By: Ulf Elg & Pervez N. Ghauri

Published: 2019 | **Product:** SAGE Research Methods Cases Part 2

DOI: https://dx.doi.org/10.4135/9781526486967

Methods: Case study research, Theory, Coding

+ More information

Find in this case 🔍   Download Case PDF 🔒

Abstract

We describe the process behind a large international research project using a case study approach. We discuss how the basic idea behind the project was developed, as well as the planning and implementation of the field study, including a number of challenges that we faced during the data collection and data analysis phases. We discuss how using an initial conceptual model, the extensive qualitative material can be managed and analyzed in a systematic manner. We elaborate how computer-assisted qualitative analysis software, NVivo, assisted the coding and analysis of the large amount of textual data that we collected. This case illustrates how the use of such software can increase the trustworthiness of a qualitative approach that is necessary for publishing in top-level journals.

https://methods.sagepub.com/case/systematic-data-analysis-multinational-case-study-research?fromsearch=true

SAGE RESEARCH METHODS DATASETS

SAGE Research Methods Datasets

- Bank of topical practice datasets and instructional guides, indexed by method and data type, optimized for use in classroom exercises or in exam papers.
- Quantitative datasets are taken from surveys and experiments and come with instructions to analyze the data in SPSS or R
- Qualitative datasets are taken from academic research projects, providing bite-size examples from interviews, focus groups, documentary sources, and more, plus advice on how to approach analysis
- Indexed by method and data type
- 500+ downloadable datasets from across the social sciences, quant and qual

- Quant datasets are available for download in a variety of file formats to use with all of the major statistical software packages, and include software guides

SAGE Research Methods Datasets

Method	Discipline	Data Type
• Survey research • SPSS • Independent variables • Dependent variables • Stata • Python • Coding • Graphs • Multiple regression • Data visualization More	• Business and Management • Communication and Media Studies • Counseling and Psychotherapy • Education • Geography • Marketing • Political Science and International Relations • Psychology • Social Policy and Public Policy • Social Work • Sociology • …	**All Quantitative** • Numeric • Spatial • Survey • Survey Experiment • Time-series • … **All Qualitative** • Audio Files • Ego-net Visual Data • Ethnographic fieldnotes • Focus Group Transcripts • Group Transcripts • Narratives • Political Speech Transcript • …

- **Platform Design**
- **Basic Operation**
- **Project Planner**
- **Methods Map**
- **Reading Lists**
- **SRM Cases**
- **SRM Datasets**

SRM
Demo

SAGE RESEARCH METHODS VIDEOS

SRM Video – 1, 2, 3 & 4

- SRMV1-Core Collection
- SRMV2-Practical Research and Academic Skills
- SRMV3-Data Science, Big Data Analytics and Digital Methods
- SRMV4-Market Research

SRMV-Ethnography by Sarah Pink

博客來 ＞中文書 ＞人文社科 ＞社會科學總論/研究方法 ＞商品介紹

田野敲敲門：現地研究基本功
Basics for field research

SAGE RESEARCH METHODS FOUNDATION

SRMF

- Online reference resource presented in series of entries and short essays on key concepts and scholars
- Special emphasis on traditionally under-represented scholars
- Includes content on cutting-edge methodologies not available in the rest of SRM
- Targeted search results, bite-sized entries and dynamic site architecture provide a contextualized environment for each concept
- 600+ entries with newly commissioned reference content covering the full methods curriculum

SRMF Example

- Bayesian Statistics
- Qualitative Evidence Synthesis
- Hurston, Zora Neale

- **Platform Design**
- **Basic Operation**
- **Project Planner**
- **Methods Map**
- **Reading Lists**
- **SRM Cases**
- **SRM Datasets**
- **SRM Video**
- **SRM Foundation**

SRM Demo

ANOVA and ANCOVA

By: Sharan Sharma | **Edited by:** Paul Atkinson, Sara Delamont, Alexandru Cernat, Joseph W. Sakshaug & Richard A. Williams

+ More information

| Entry | What's Next? |

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Abstract

ANOVA is an acronym for analysis of variance, a statistical method that is used to infer if the mean value of a continuous variable is the same in different populations defined by nominal variables. The method is so named since it partitions the total variance into components stemming from different sources. Ratios of these variance components are then used for inference about the means. ANOVA can also be viewed from a model-based perspective whereby the variable of interest is the outcome variable and the nominal population indicators are the predictors. More analytical precision is achieved when such a model includes continuous variables that may not have been possible to control experimentally. Such a procedure is called ANCOVA, an acronym for analysis of covariance.

ANOVA and ANCOVA are among the foundational methods of statistics. Their flexible framework lends itself to a variety of experimental and nonexperimental settings and make it possible to simultaneously analyze multiple sources of variance. ANOVA is also commonly used to test groups of coefficients in regression analyses and summarize model fit.

This entry begins with a brief historical background followed by an introduction to ANOVA using an example of a simple experimental design, a discussion of the assumptions, and extensions to more complicated designs. The model-based perspective is then introduced followed by an explanation of ANCOVA. Extensions such as the nonparametric ANOVA and multivariate ANOVA are also included.

SRM: Doing Research Online

SRM: Data Visualization

Content & Features

• A data viz gallery introducing **50 chart examples** drawn from five categories of visualizations—categorical, hierarchical, temporal, spatial, and network—complete with both presentation tips and alternative versions.

• Approximately **30 hours of video tutorials** with experienced researchers and visualization experts, guiding users though best practices for creating their own visualizations.

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• Overviews of **100 visualization tools**, from Excel to Python, to help researchers determine the best tool for their needs.

How does SRM helps

ROLE PLAYING AND FUNCTION DEMO

Carrying out a research project

Research Design

Method Selection

Literature Review

Data Collection

Data Analysis

Writing Up
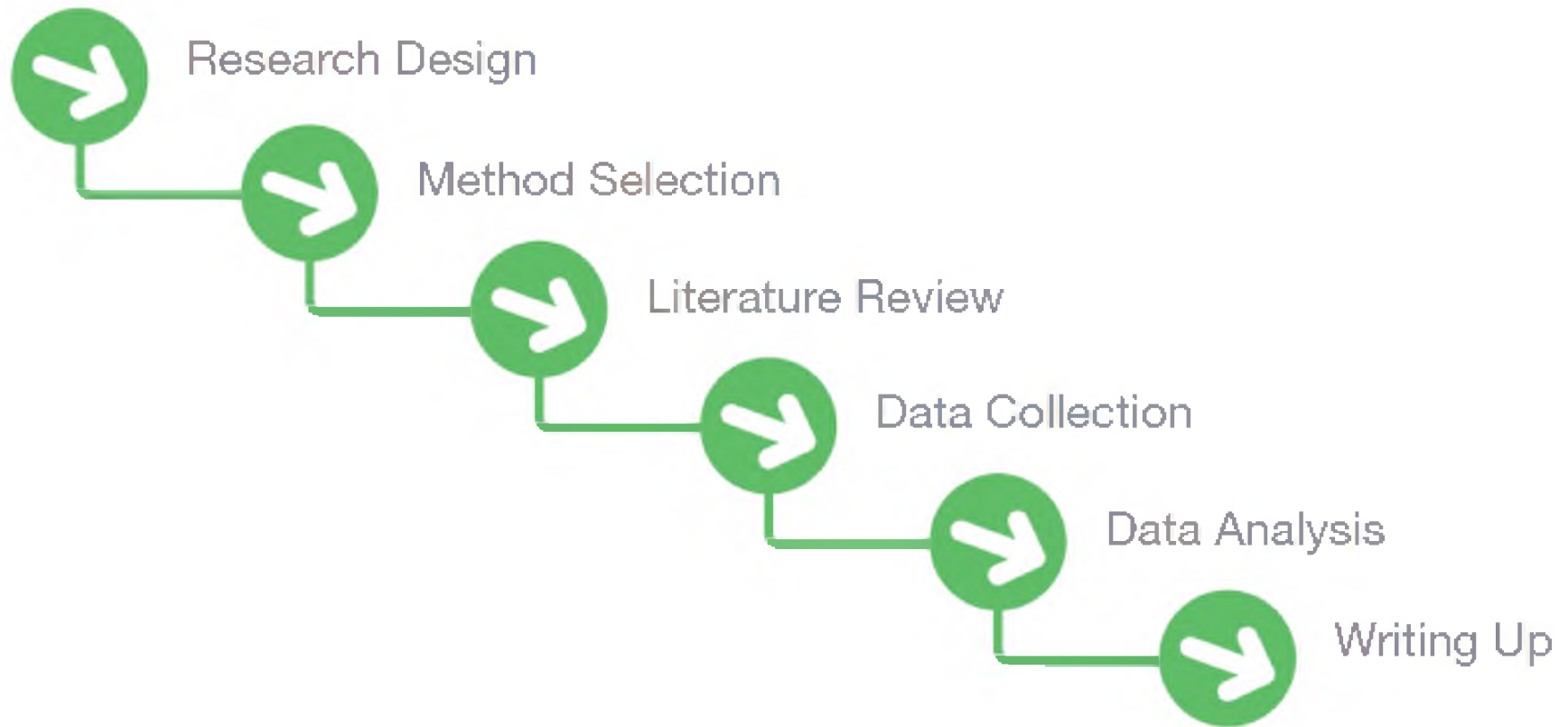
Example #1
Role Playing: Novice or Undergraduate student
Objectives: To have the guideline and basic understanding about methodology
Suggestion: **Project Planner,** SRMF, **SRMV2 (Skill)**
Keyword: Interviews. In-depth interview.

Linking: Project Planner
Linking: SRMF
Example: ANOVA and ANCOVA
Linking: SRMV2 (Skill)
Example: Tips for How to Improve Your Overall Research and Academic Skills

Tips for How to Improve Your Overall Research and Academic Skills

▶ VIDEO

▼ **Segment 1:** Seven Quick Tips to Improve Overall Research and Academic Skills

Transcript | **Summary**

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00:26 / 00:42   ⚙ CC

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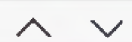
00:00	[MUSIC PLAYING]
00:08	SPEAKER: Consider your aims for your research. Why do you do it? Who do you want to reach with it? Read the literature on your issue and method to help you find a gap and formulate a good research question. Select your methods according to your research question and not what your favorite method is. Be aware of your resources when planning your study.
00:31	SPEAKER [continued]: Don't overchallenge your study or yourself. Be fair to your participants. Take informed consent and data protection seriously.

Example #2

Role Playing: Master student, UG student with thesis request

Objectives: Need to know how to process the research project and writing, and in the early stage of project.

Suggestion: Project Planner, **Cases, Core, Little Green Book, Reading Lists**

Linking: SRM Cases
Linking: Map Meta-Analysis sample for filter

SAGE researchmethods

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📋 Cases

Case   Add to list 🤍

Cases 📋

Mixed-Methods Research: The Practicalities and Strategies Employed to Investigate the Transient and International Work on Cruise Ships

By: Adam Dennett

Product: SAGE Research Methods Cases Part 2

Publisher: SAGE Publications Ltd

Publication year: 2018 | Online pub date: January 03, 2018

Discipline: Sociology

Methods: Qualitative interviewing, Mixed methods, Online surveys
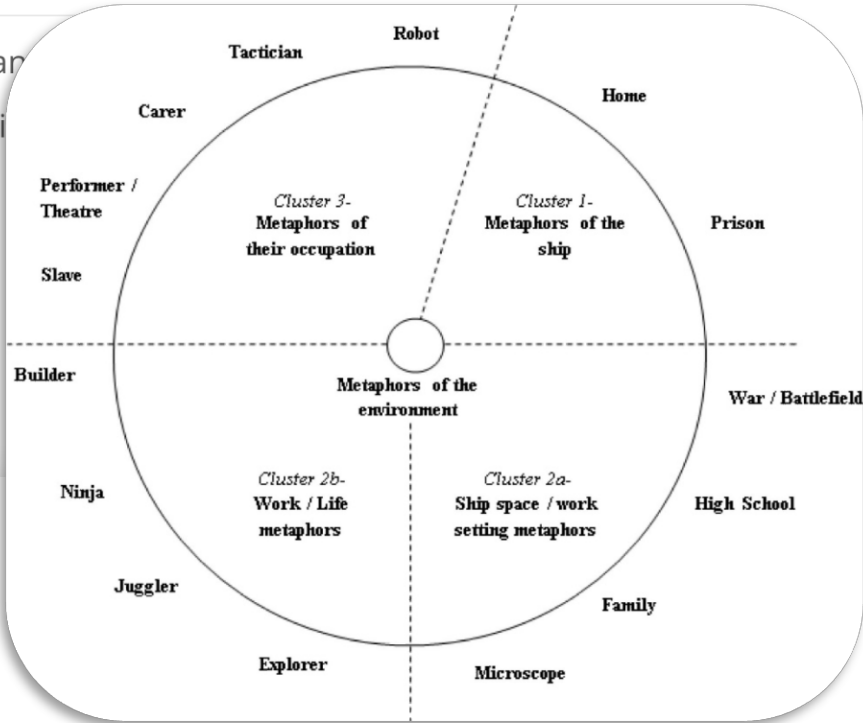
https://methods.sagepub.com/case/mixed-methods-research-the-transient-and-international-work-on-cruise-ships

SAGE researchmethods

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📋 Cases

Case   Add to list ♡
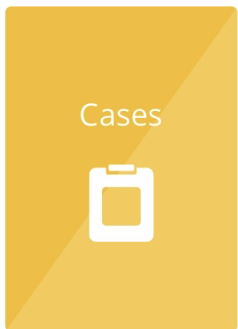
Cases

Interviewing and Observing Clothing Store Workers

By: Kyla Walters & Joya Misra

Product: SAGE Research Methods Cases Part 2

Publisher: SAGE Publications Ltd

Publication year: 2018   **Online pub date:** January 03, 2018

Discipline: Sociology

Methods: Participant observation, Observational research, Research questions

DOI: https://dx.doi.org/10.4135/9781526439611

Keywords: aesthetic labor, branding, customers, managers, ...   Show all ⌄

More information ⌄

https://methods.sagepub.com/case/interviewing-and-observing-clothing-store-workers

Cases

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Cases

Winning Matches in Tennis Grand Slam Men's Singles: A Logistic Model

By: Shang-Chun Ma, Ian D. Rotherham & Shang-Min Ma

Product: SAGE Research Methods Cases Part 1

Publisher: SAGE Publications, Ltd.

Publication year: 2014   **Online pub date:** January 01, 2014

Discipline: Business and Management, Sociology

DOI: https://dx.doi.org/10.4135/9781446273050135165 75

Keywords: outcomes, single men, sport, tennis

More information ⌄

https://methods.sagepub.com/case/winning-matches-in-tennis-grand-slam-mens-singles-a-logistic-model

📋 Cases

Case   Add to list ♡

Cases 📋

Dying in Comfort: A Case Study of the Issues Encountered Through In-Depth Interviews With Hotel Managers and Housekeeping Staff i[...] Guests Who Choose to Die in Their [...]

By: Brian Hay

Product: SAGE Research Methods Cases Part 2

Publisher: SAGE Publications Ltd

Publication year: 2016   **Online pub date:** October 27, 2016

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Home / Hospitality & Society, Volume 5, Numbers 2-3

Dark hospitality: Hotels as places for the end of life

Author: Hay, Brian
Source: Hospitality & Society, Volume 5, Numbers 2-3, 1 September 2015, pp. 233-248(16)
Publisher: Intellect
DOI: https://doi.org/10.1386/hosp.5.2-3.233_7

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| Abstract | References | Citations | Supplementary Data | Suggestions |

This article explores through the concept of dark hospitality why some people choose to die in a hotel, rather than at home, in a hospice or a hospital. Through in-depth interviews with hotel managers and junior staff at four luxury city hotels, this issue was explored from the perspective of ordinary hotel guests, all of whom had a longterm relationship with the hotel where they died. The hotel staff suggested that the reasons why some people choose to die in a hotel include loneliness, fear and minimizing emotional distress for their friends and relatives. The impact of managing such guests is also investigated and the results suggest that although managers do care about the impact on the reputation of the hotel, they, along with their staff, are very much affected emotionally by these types of planned deaths. The suggestion emerged from the interviews that with an increasing ageing population, perhaps in the not-too-distant future, the 'hospice hotel' could emerge as a new commercial hospitality product.

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https://methods.sagepub.com/case/in-depth-interviews-hotel-managers-housekeeping-staff-guests-choose-die

Example #3
Role Playing: Master student and Ph.D student
Objectives: Finalize the research project and further investigation.
Suggestion: **Datasets,** Project Planner, Method Map, Reading List

Linking: SRM Datasets
Linking: Map Meta-Analysis sample for filter

Datasets – Quan / B&M

dataset for teaching

DATASET

Learn About ANOVA for Repeated Measures in SPSS With Data From the Health Insurance Marketplace (2014–2016)

By: The Odum Institute

Published: 2018 | **Product:** SAGE Research Methods Datasets Part 1

DOI: https://dx.doi.org/10.4135/9781526437938

This dataset is designed for teaching ANOVA for repeated measures. The dataset is a subset of data derived from the Health Insurance Marketplace Public Use Files released by the Centers for Medicare & Medicaid Services (CMS), and the example tests whether there are statistically significant differences in the average rate of plans offered by insurance issuers between years 2014, 2015 and 2016. The dataset file is accompanied by a teaching guide, a student guide, and a how-to guide for SPSS.

Methods: Degrees of freedom, Measurement, Analysis of variance

Data Type: Numeric

Software Guide: SPSS

- Less information

Keywords: health insurance, insurance, Centers for Medicare and Medicaid Services, Department of Health and Human Services, Center for Medicare & Medicaid Services, health planning

Cite   List   Share   Text

Also using this dataset   −

Learn to Use the Wilcoxon Signed-Rank Test ...

Learn to Use the Friedman Test in ...

Methods Map   +

Related Content   +

https://methods.sagepub.com/dataset/ranova-in-him-2014-2016?fromsearch=true

Datasets – Qual / Pol Sci

dataset for teaching

📊 DATASET

Analysing Students' Survey Responses on an Online Globalization Course

By: Lata Murti & Sheila Lakshmi Steinberg

Published: 2019 | **Product:** SAGE Research Methods Datasets Part 2

DOI: https://dx.doi.org/10.4135/9781526477354

This dataset offers an example of analysing qualitative survey data using grounded theory, specifically the constant comparative method. The data are provided by Dr. Lata Murti, Associate Professor of Sociology at Brandman University and Dr. Sheila L. Steinberg, Professor of Social and Environmental Sciences at Brandman University. The data are taken from two surveys of undergraduate students who completed Brandman University's fully online course on globalization. The first survey was distributed in 2016 as well as in the Fall 2017 and Spring 2018 trimesters. The second survey was distributed during the Summer 2018 trimester. This example will be most useful for researchers interested in analysing qualitative survey data with an aim of evaluating and improving online college courses in the social sciences. The dataset file is accompanied by a Teaching Guide and a Student Guide.

Methods: Survey research, Response rates, Online surveys

Data Type: Survey

- Less information

Keywords: students, online courses, discussion boards, surveying, immigration, social justice, sociology

Disciplines: Sociology, Education, Political Science and International Relations

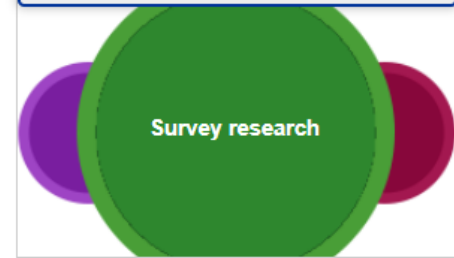**Online ISBN:** 9781526477354

Cite List Share Text

Methods Map —

Survey research

Explore the Methods Map

Related Content +

https://methods.sagepub.com/dataset/constant-comparative-online-course?fromsearch=true

Datasets – Quan / Comm

dataset
for
teaching

📊 DATASET

Learn About Log-Linear Analysis in R With Data From the News Coverage Index Dataset (2012)

By: Feng Shi, Xi Lin & Odum Institute

Published: 2019 | **Product:** SAGE Research Methods Datasets Part 2

DOI: https://dx.doi.org/10.4135/9781526497079

This dataset is designed for teaching the log-linear analysis in testing associations between categorical variables. The dataset is a subset of data derived from the 2012 Project for Excellence in Journalism News Coverage Index dataset, and the example demonstrates how to test whether there is a statistically significant association between the media where news stories are broadcasted, the format, and the focus of the news stories. The dataset file is accompanied by a Teaching Guide, a Student Guide, and a How-to Guide for R.

Methods: Log-linear analysis, Categorical variables, Contingency tables

Prerequisites: Cross Tabulation, Pearson's Chi-squared Test

Data Type: Numeric

Software Guide: R

- Less information

Keywords: news coverage, news, journalism, broadcasting, staffing, news networks, cell count

Disciplines: Communication and Media Studies

Online ISBN: 9781526497079

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Methods Map

Log-linear analysis

Explore the Methods Map

Related Content

https://methods.sagepub.com/dataset/loglinear-in-nci-2012?fromsearch=true
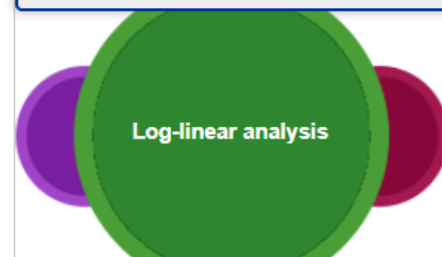
Example #4
Role Playing: Specialist & Teaching Purpose
Objectives: Pedagogical Video Using and Specialist on Big Data and Market Research
Suggestion: **SRMV 1, 2, 3, 4**

Linking: SRM Video

SRMV1 (Core)

SAGE Research Methods Video can help your students learn research skills by watching and listening and can help your teaching faculty deliver memorable research methods and statistics lessons by providing interactive, engaging, visual content.

• Includes tutorials, case study videos, expert interviews, and more

• Covers every aspect of research skills training and guides students through every step of the research process

• Students can access content at any time, and instructors can embed videos in their course management systems

• Includes an entire 15-hour introductory statistics course, which students can access again and again, ensuring they master the concepts

SRMV1 Top Method

- Action Research
- Case Study
- Coding
- Ethnography
- Evaluation
- Internet Research
- Interviews

- Literature Review
- Mixed Methods
- Narrative Research
- Observational Research
- Questionnaires
- Survey

SRMV1 Content by series name

- ANOVA
- Business Statistics
- Designing and Doing Survey Research
- Discovering Statistics Using SPSS
- Doing Your Research Project
- Fundamentals of Quantitative Modeling
- Introductory Statistics Using SPSS
- Mastering Statistics
- Practical Statistics for Nursing Using SPSS
- Statistics for Psychology

SRMV1 Example

- [Doing Qualitative Research (John Creswell)](#)
- [Factor Analysis (Andy Field)](#)
- [Am I the Only One Struggling to Write a Literature Review?](#)
- [Focus Groups: Insight Consulting Group](#)

SRMV2 (Skill)

- Some ideas before we build the SRMV2
  - Success as a student
  - Finding your learning style
  - Time Management as a student
  - Reading, Comprehension and Critical Thinking
  - Note-making
  - Memory
  - Study Skills for students with learning difficulties (ie. dyslexia)
  - Examination preparation and performance
  - Practical Essay Writing skills
  - Academic Referencing

SRMV2 Top Method

- Practical skills: 59
- Communicating and disseminating research: 41
- Study skills: 37
- Professional skills: 32
- Critical reading, writing and thinking: 16
- Writing research: 13

SRMV2 Content by series name

- Doing Qualitative Research: 63
- Mastering Microsoft Excel: Essential Skills: 53
- Essay Writing Kit: 30
- Doing Research in the Real World: 29
- Presentation Skills: 14
- Critical Thinking: 12
- Understanding Data: 12
- Core Skills for New Researchers: 9
- Successful Speaking: 9

SRMV2 Example

- [Core Skills for New Researchers: Being an Effective Project Manager](#)

- [How to Develop Skills for a Career in Applied Research](#)

- [Top Tip: The Proposal as a Persuasive Document](#)

- [Engaging and Retaining Participants in a Longitudinal Qualitative Study](#)

SRMV1 v.s. SRMV2

Recipe and Cooking technique

SRMV3 (Big Data)

- Data Science, Big Data Analytics, and Digital Methods: collection of approximately 120 hours, covering data science methods, issues and challenges **surrounding big data research**, and **examples and applications of computational social science research** (also called social data science).

SRMV3 Example

- Using Artificial Intelligence to Brew Collaborative Beers: IntelligentX

- Chris Wiggins Discusses Teaching Data Science to Both Technologists and Humanists

- Making Twitter Data Useful for Social Scientific Research

- Using Computational Linguistics to Study Poetic Meter

SRMV4 (Market Research)

SRMV4 will cover a range of essential qualitative, quantitative, and mixed methods for **data collection and analysis for successful market research**. Like other video collections on SAGE Research Methods, it will include several video types including expert interviews, tutorials, in-practice videos, video case studies, documentaries, and lectures. The collection will offer videos at different levels of complexity, so users with no research experience through to those who have an established methods and statistics fluency will find something suited for them.

SRMV4 Topic

General Market Research

• What is market research?

• Steps of the market research process

Planning & Research Design

• Defining a market research problem

• Research design & types of research

Data Collection

• Quantitative data collection: survey sampling; survey response rates;

• Qualitative data collection: focus groups; interviewing; ethnography

Data Analysis

Writing Up & Presenting Market Research

• Drawing conclusions & making recommendations

• Writing a market research report• Data visualization

SRMV4 Example

- Planning the Research Process
- Researching Consumer Reviews & Rating Scores Using Social Experiments
- Finishing with One Bigger Picture
- Researching Consumer Happiness using Experimental Design

- **Platform Design**
- **Basic Operation**
- **Project Planner**
- **Methods Map**
- **Reading Lists**
- **SRM Cases**
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SRM: Help to Researchers
如何幫助科研人員？

"該數據庫內容比較豐富，基本涵蓋了我研究過程中需要使用的各種方法。作為一個**工具類數據庫**，它可以極大地**節省我查找和學習各種研究方法的時間**，對我的研究很有幫助。"

---- 任潤副教授，北京大學光華管理學院

美國Texas A&M University管理學博士

"SAGE社會科學研究方法數據庫有效地**整合了社會科學研究方法**，尤其是**計量研究方法**的信息，有助於研究人員或者研究生進行高質量的研究！"

---- 郭未副教授，南京大學社會學院

加拿大University of Victoria社會學博士

SRM: Help to Teachers & Students
如何幫助教學？

"我專門給本科生、研究生和MPA學員講授《社會研究方法》。我得知學校圖書館允許試用SAGE研究方法數據庫後，嘗試用這些數據庫，發現這些數據非常棒，有編寫很好的案例，有每一種研究方法的研究範例，這些範例都來自經典文獻。

如果我校圖書館購入這個數據庫，對學生掌握研究方法幫助極大，對於教師教學也是很好的助手。研究方法是學生進行自我提升和學術研究至關重要的工具。我國社會科學研究滯後的最重要原因就是學生和部分學者對研究方法掌握很不夠。"

---- 陳慧榮助理教授

上海交通大學國際與公共事務學院

哈佛大學肯尼迪政府學院\博士後研究員

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RECOMMENDATIONS BY SUBJECT & TERM

SRM in Common Courses – Business & Economics

Book
- Qualitative Evaluation
- **The SAGE Handbook of Regression Analytics and Causal Inference**
- Factorial Survey Experiments

Case
- Qualitative Research: Tracing Informal Remittance Systems in Indonesia
- Social Sustainability in Biodiesel Production: Brazil and Timor-Leste

Dataset
- **Boxplots and the UK Living Cost and Food Survey (2010): Household Expenditure and Internet Access**

Video
- An Introduction to Econometrics
- Statistics (tutorial series)

SRM in Common Courses – **Education**

Book
- The Essential Guide to Postgraduate Study
- Designing and Conducting Research in Education

Case
- **Capturing Professional Growth of Online Instructors: Learning Analysts' Reflections on Studying a Faculty Development Program K.Z. Chen**
- Using Evaluation and Participatory Action Research Methods to Develop and eLearning Resource

Dataset
- Analysing Online Text-Based Group Interviews: Exploring Learner Experience in a Virtual World
- ANCOVA and the Early Childhood Longitudinal Study (1998): General Knowledge Performance in Kindergarten in the US

Video
- Research Ethics: Loyola University Chicago
- **Conducting Focus Groups with Adolescents**

SRM in Common Courses –
Media & Communication

Book

- Media Research Methods
- Communication Research Statistics
- The SAGE Sourcebook of Advanced Data Analysis Methods for Communication Research
- Analysis of Variance

Case

- **Quantitative and Qualitative Visual Content Analysis in the Study of Websites**
- Using Keyword Search for Media Analysis

Dataset

- Cross-Tabulation and the News Coverage Index (2012): The Geographic Focus of TV News Stories
- **Differences of Means T-test and the American National Election Study (2008): Internet Access and Political Talk**

Video

- **Discovering Statistics Using SPSS** series, with Andy Field

SRM in Common Courses – Sociology

Book

- **Qualitative Research in Sociology**

- Researching Social Change

- Active Learning Exercises for Research Methods in Social Sciences

- Methods of Life Course Research: Qualitative and Quantitative Approaches

- Participatory Action Research

- Event History Analysis

Case

- Researching Family Relationships in China: A Mixed-Methods Study

- **The Qualitative Election Study of Britain: Qualitative Research Using Focus Groups**

Dataset

- Longitudinal Analysis of Group Interview Data: Tracking Public Understanding of Climate Change Over Time

Video

- Child of Our Time: Growing Up

- **Objectivity and Subjectivity in Social Research**

- Ethnographic Video: Filmmaking in Academia

SRM in Common Courses – **Psychology**

Book

- **Understanding Research Methods and Statistics in Psychology**
- **Analysing Qualitative Data in Psychology**
- Psychological Testing: A Practical Approach to Design and Evaluation
- Key Research & Study Skills in Psychology
- The SAGE Handbook of Quantitative Methods in Psychology

Case

- Combining Diverse Methods in One Research Program: The Example of Social and Developmental Psychology

Dataset

- **One-Way ANOVA and the Time-Sharing Experiments for the Social Sciences (2004): Mental Illness, Stigma and the Family**
- Multiple Regression and the Race Implicit Attitudes Test (2012): Political Ideology an Racial Attitudes

Video

- Mixed Methods: Exploring the Role of Emotions in Urban Behavior
- Measures of Variability: Range, Sum of Squares, Variance & Standard Deviation

SRM in Common Courses – Criminology

Book

- **Doing Criminological Research**
- Understanding Criminological Research: A Guide to Data Analysis
- **The SAGE Handbook of Criminological Research Methods**

Case

- The Police Engaging the Business Community: Using Survey Research to Examine Needs
- Script Analysis of Complex Criminal Activities: Investigating the Use of the Internet as a Facilitator for Offline Transit Crimes
- **A Mixed-Methods Approach to Explore the Quality of Life and Experiences of Older Male Prisoners in HMPS**

Dataset

- Multiple Regression and the British Crime Survey (2007-2008): Worry About Crime and Confidence in the Police
- **Narrative Analysis: Institutional Stories in Prisons**

Video

- **Researching Procedural Justice Using Survey Methods and Randomized Controlled Trials**
- Qualitative Data Analysis: The "Stop it Now!" Project

SRM in Common Courses – Health Studies

Book

- Single-Case Research Methods for the Behavioral and Health Sciences
- Research in Health Care Settings
- **Qualitative and Mixed Methods in Public Health**
- The SAGE Handbook of Qualitative Methods in Health Research

Case

- Using the Theory of Change to Support an Evaluation of a Health Promotion Intervention
- E-Survey as a Reliable Alternative for Scientific Research: An Emerging Methodology

Dataset

- **Testing for Heteroscedasticity and the China Health and Nutrition Survey (2006): Blood Pressure and Age in China**

Video

- Evaluating the National Exercise Referral Scheme Using Process Evaluation Methods
- David Heymann Discusses Epidemiology

SRM in Common Courses – **History**

Book
- **Doing Your Undergraduate Project**
- Organizing and Managing Research, in The SAGE Handbook of Research Management
- Archival Strategies and Techniques
- **Interrupted Time Series Analysis**

Case
- Biographical Research: Methodological Insights
- **Oral History Methodology**
- **Using Narrative Archival Data: Studying Food and Families in Hard Times**

Video
- How to Do a Literature Review
- Presenting and Using Data: The UK Data Archive
- Statistics in Everyday Life
- Steps in Planning and Conducting Research

What is Qualitative Research #1

Core Reading:

Butler-Kisber, L. (2018). Introduction to qualitative inquiry. In Butler-Kisber, L. *Qualitative inquiry* (pp. 7-18). 55 City Road, London: SAGE Publications Ltd doi: 10.4135/9781526417978

Denzin, N. & Ryan, K. (2007). Qualitative methodology (including focus groups). In Outhwaite, W., & Turner, S. P. *The SAGE handbook of social science methodology* (pp. 578-594). : SAGE Publications Ltd doi: 10.4135/9781848607958

Gephart Jr., R. (2018). Qualitative research as interpretive social science. In Cassell, C., Cunliffe, A. L., & Grandy, G. *The SAGE handbook of qualitative business and management research methods* (pp. 33-53). 55 City Road, London: SAGE Publications Ltd doi: 10.4135/9781526430212

Mason, J. & Dale, A. (2011). Creative tensions in social research: questions of method. In Mason, J., & Dale, A. *Understanding social research: Thinking creatively about method* (pp. 1-26). London: SAGE Publications Ltd doi: 10.4135/9781446287972

Mills, J. & Birks, M. (2014). Introducing qualitative research. In Mills, J., & Birks, M. *Qualitative methodology* (pp. 2-16). 55 City Road, London: SAGE Publications, Inc. doi: 10.4135/9781473920163

What is Qualitative Research #2

Helpful Videos:

Lester Ph.D., J. N. (Academic). (2017). Jessica Nina Lester defines qualitative inquiry [Streaming video]. Retrieved from SAGE Research Methods.

Siu PhD, B. (Academic). (2020). An introduction to qualitative marketing research [Streaming video]. Retrieved from SAGE Research Methods.

Silverman Ph.D., D. (Academic). (2017). David Silverman discusses qualitative research [Streaming video]. Retrieved from SAGE Research Methods.

What is qualitative methodologies #1

Core Reading:

Given, L. M. (2008). The SAGE encyclopedia of qualitative research methods (Vols. 1-0). Thousand Oaks, CA: SAGE Publications, Inc. doi: 10.4135/9781412963909

Gaudet, S. & Robert, D. (2018). Choosing an approach to guide methodological decisions. In Gaudet, S., & Robert, D. *A journey through qualitative research* (pp. 40-76). 55 City Road, London: SAGE Publications Ltd doi: 10.4135/9781529716733

Mills, J. (2014). Methodology and methods. In Mills, J., & Birks, M. *Qualitative methodology* **(pp. 3147). 55 City Road, London: SAGE Publications, Inc. doi: 10.4135/9781473920163**

Salmons, J. (2016). Choosing methodologies and methods for online studies. In Salmons, J. *Doing qualitative research online* **(pp. 17-39). 55 City Road, London: SAGE Publications Ltd doi: 10.4135/9781473921955**

Helpful Videos

Durdella, N. (Academic). (2018). Key skills in writing a qualitative research proposal [Streaming video]. Retrieved from SAGE Research Methods. See Segment 4.

What is qualitative methodologies #2

Supplementary Reading: Qualitative Research in Social Science Disciplines and Interests

Bourgeault, I., Dingwall, R., & De Vries, R. (2010). The SAGE handbook of qualitative methods in health research. London, : SAGE Publications Ltd doi: 10.4135/9781446268247

Cassell, C., Cunliffe, A. L., & Grandy, G. (2018). The SAGE handbook of qualitative business and management research methods. 55 City Road, London: SAGE Publications Ltd doi: 10.4135/9781526430236

DeLyser, D., Herbert, S., Aitken, S., Crang, M., & McDowell, L. (2010). The SAGE handbook of qualitative geography. 55 City Road, London: SAGE Publications, Inc. doi: 10.4135/9780857021090

Eriksson, P., & Kovalainen, A. (2008). Introducing Qualitative Methods: Qualitative methods in business research. London, : SAGE Publications Ltd doi: 10.4135/9780857028044

Lichtman, M. (2011). Understanding and evaluating qualitative educational research. Thousand Oaks, CA: SAGE Publications, Inc. doi: 10.4135/9781483349435

Marvasti, A. B. (2004). Introducing Qualitative Methods: Qualitative research in sociology. London: SAGE Publications, Ltd doi: 10.4135/9781849209700

McLeod, J. (2001). Qualitative research in counselling and psychotherapy. London: SAGE Publications Ltd doi: 10.4135/9781849209663

Shaw, I., & Holland, S. (2014). Doing qualitative research in social work. 55 City Road, London: SAGE Publications, Ltd doi: 10.4135/9781473906006

What is Action Research #1

Core reading:

Blum, E., Heinonen, T. & White, J. (2010). Participatory action research studies. In Thyer, B. *The handbook of social work research methods* (pp. 449-466). 55 City Road, London: SAGE Publications, Inc. doi: 10.4135/9781544364902

Coghlan, D. & Shani, A. (2015). Developing the practice of leading change through insider action research: a dynamic capability perspective. In Bradbury, H. *The SAGE Handbook of action research* (pp. 47-54). 55 City Road, London: SAGE Publications Ltd doi: 10.4135/9781473921290

Coghlan, D. & Shani, A. (2018). Introducing action research. In Coghlan, D., & Shani, A. *Mastering Business Research Methods: Conducting action research for business and management students* (pp. 1-26). 55 City Road, London: SAGE Publications Ltd doi: 10.4135/9781529716566

DeJonckheere, M.,Vaughn, L. M., & Bruck, D. (2017). Youth-led participatory action research: A collaborative methodology for health,education, and social change. *SAGE Research Methods Cases.* doi:10.4135/9781473956032

Dick, B. (2014). Action research. In Mills, J., & Birks, M. *Qualitative methodology* (pp. 50-66). 55 City Road, London: SAGE Publications, Inc. doi: 10.4135/9781473920163

Lykes, M. & Hershberg, R. (2012). Participatory action research and feminisms: social inequalities and transformative praxis. In Hesse-Biber, S. N. *Handbook of feminist research: Theory and praxis* (pp. 331-367). Thousand Oaks, CA: SAGE Publications, Inc. doi: 10.4135/9781483384740

Noffke, S. (2009). Revisiting the professional, personal, and political dimensions of action research

What is Action Research #2

Helpful videos:

Ivankova Ph.D., N. (Academic). (2017). Nataliya Ivankova defines action research [Streaming video]. Retrieved from SAGE Research Methods.

Spencer Ph.D., G. (Academic). (2017). Grace Spencer defines participatory action research [Streaming video]. Retrieved from SAGE Research Methods.

Gray, D. E. (Academic). (2017). Top tips: action research [Streaming video]. Retrieved from SAGE Research Methods.

Research Cases:

Bergmans, A. (2018). Putting action research into practice: Co-designing a participatory process for negotiating the siting of a radioactive waste repository. *SAGE Research Methods Cases.* doi:10.4135/9781526446916

DeJonckheere, M., Vaughn, L. M., & Bruck, D. (2017). Youth-led participatory action research: A collaborative methodology for health, education, and social change. *SAGE Research Methods Cases.* doi:10.4135/9781473956032

Heard-Laureote, K., Field, M., & Waterman, A. (2019). Using participatory action research to explore civil society organizations. *SAGE Research Methods Cases.* doi:10.4135/9781526479624

Wamba, N. (2014). Participatory action research for school improvement: The Kwithu Project. *SAGE Research Methods Cases.* doi:10.4135/9781446273050145286

What is Case Study Research #1

Core Reading:

Emmel, N. (2013). Purposefully choosing cases. In Emmel, N. *Sampling and choosing cases in qualitative research: A realist approach* (pp. 107-120). London: SAGE Publications Ltd doi: 10.4135/9781473913882

Mills, A. J., Durepos, G., & Wiebe, E. (2010). *Encyclopedia of case study research* (Vols. 1-0). Thousand Oaks, CA: SAGE Publications, Inc. doi: 10.4135/9781412957397 See: "Comparing the Case Study with Other Methodologies"

Morgan, D. L. & Morgan, R. K. (2009). Why single-case research methods?. In Morgan, D. L., & Morgan, R. K. *Single-case research methods for the behavioral and health sciences* (pp. 1-14). Thousand Oaks, CA: SAGE Publications, Inc. doi: 10.4135/9781483329697

Morgan, D. L. & Morgan, R. K. (2009). Comparing group and single-case designs. In Morgan, D. L., & Morgan, R. K. *Single-case research methods for the behavioral and health sciences* (pp. 15-40). Thousand Oaks, CA: SAGE Publications, Inc. doi: 10.4135/9781483329697

Stewart, A. (2014). Case study. In Mills, J., & Birks, M. *Qualitative methodology* **(pp. 145-160). 55 City Road, London: SAGE Publications, Inc. doi: 10.4135/9781473920163**

Helpful Videos:

Gray, D. E. (Academic). (2017). Top tips: case studies [Streaming video]. Retrieved from SAGE Research Methods.

Landman Ph.D., T. (Academic). (2017). An introduction to case studies [Streaming video]. Retrieved from SAGE Research Methods.

What is Case Study Research #2

Research Cases:

Cross, Z. L. (2020). An exploration of desistance from youth offending using qualitative methods: Interviews and focus groups. *SAGE Research Methods Cases.* doi:10.4135/9781529716757

Greer, T. (2014). A Case Study of Three Working Mothers: Using Interviews and Activity Logs for Work-Family Research. *SAGE Research Methods Cases.* doi:10.4135/978144627305014537194

Hyde, A. (2017). Yoga at the promise program: A feminist qualitative case study of school-based yoga. *SAGE Research Methods Cases.* doi:10.4135/9781526402912

Khambari, M. (2015). The role of social, cultural, and historical practices on teachers' use of interactive whiteboard: A qualitative case study. *SAGE Research Methods Cases.* doi:10.4135/978144627305014553774

Pauluzzo, R. (2020). Applying yin yang wisdom in western organizational settings: Using interviews, documents, and field observations for cross-cultural research. *SAGE Research Methods Cases.* doi:10.4135/9781529704136

Takano, K. (2019). Cross-cultural research obstacles: A case study of a Japanese industry leader. *SAGE Research Methods Cases.* doi:10.4135/9781526480736

What is Ethnographic Research #1

Core reading:

Atkinson, P. (2017). Defining social reality. In Atkinson, P. *Thinking ethnographically* (pp. 20-42). 55 City Road, London: SAGE Publications Ltd doi: 10.4135/9781473982741

Curtis, B. & Curtis, C. (2011). Ethnographic research - studying groups in natural settings. In Curtis, B., & Curtis, C. *Social research* (pp. 78-98). 55 City Road, London: SAGE Publications, Inc. doi: 10.4135/9781526435415

Dutta, U. (2014). Critical ethnography. In Mills, J., & Birks, M. *Qualitative methodology* (pp. 89-106). 55 City Road, London: SAGE Publications, Inc. doi: 10.4135/9781473920163

Emerson, R., Fretz, R. & Shaw, L. (2001). Participant observation and fieldnotes. In Atkinson, P., Coffey, A., Delamont, S., Lofland, J., & Lofland, L. *Handbook of ethnography* (pp. 352-368). : SAGE Publications Ltd doi: 10.4135/9781848608337

Gobo, G. (2008). Part One: The Methodology in *Introducing Qualitative Methods: Doing ethnography.* London, SAGE Publications Ltd doi: 10.4135/9780857028976

Hine, C. (2019). Ethnographies in Online Environments. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), *SAGE Research Methods Foundations.* doi: 10.4135/9781526421036784565

Neyland, D. (2008). Sensibility one: ethnographic strategy. In Neyland, D. *Organizational ethnography* (pp. 26-40). : SAGE Publications Ltd doi: 10.4135/9781849209526

What is Ethnographic Research #2

Research Cases:

Abarbanell, L. (2020). Using ethnography to study indigenous women's agency in reproductive health care. *SAGE Research Methods Cases.* doi:10.4135/9781529744606

Kervin, L., Mantei, J., & Lipscombe, K. (2017). The intricacies of classroom-based ethnography. *SAGE Research Methods Cases.* doi:10.4135/9781473969766

McCosker, A. (2014). Negotiating illness bloggers' expressive worlds: Adapting digital ethnography. *SAGE Research Methods Cases.* doi:10.4135/9781446273050014529501

Spradley, R. (2019). Physically intensive participant observation: Conducting ethnographic fieldwork with emergency responders. *SAGE Research Methods Cases.* doi:10.4135/9781526483911

Helpful videos:

Chapman, M. (Practitioner). (2017). Applied ethnography in product design: IDEO [Streaming video]. Retrieved from SAGE Research Methods.

Gray, D. E. (Academic). (2017). Top tips: ethnography [Streaming video]. Retrieved from SAGE Research Methods.

Heyes, K. (Academic). (2018). Researching online community support forums using virtual ethnography [Streaming video]. Retrieved from SAGE Research Methods.

Henry Ph.D., M. (Academic). (2015). Qualitative research and ethnography [Streaming video]. Retrieved from SAGE Research Methods.

What is Exploratory Qualitative Research

Core Reading:

Stebbins, R. A. (2001). *Qualitative Research Methods: Exploratory research in the social sciences.* Thousand Oaks, CA: SAGE Publications, Inc. doi: 10.4135/9781412984249 See Chapter 1, "What is Exploration?" and Chapter 2, "Exploring"

Research Cases:

Bindah, E. V. (2019). Adoption of snowball sampling technique in an exploratory study of disabled entrepreneurship. *SAGE Research Methods Cases.* doi:10.4135/9781526487438

Shakespear, H. (2019). Challenges and opportunities of conducting exploratory qualitative research on politically sensitive topics: Understanding the politics of natural resource governance in Zimbabwe. *S*AGE Research Methods Cases. doi:10.4135/9781526486714

Helpful videos:

Marshall Ph.D., C., & Rossman Ph.D., G. B. (Academic). (2011). When should a researcher choose a qualitative approach? [Streaming video]. Retrieved from SAGE Research Methods.

Sun PhD, Q. (Academic). (2020). An experiential class project to show the market research process [Streaming video]. Retrieved from SAGE Research Methods.

What is Grounded Theory #1

Core reading:

Bryant, A., Bryant, A., Bryant, A., Casper, M., Charmaz, K., ... & Wittgenstein, L. (2007). Introduction: grounded theory research: methods and practices. In Bryant, A., & Charmaz, K. *The SAGE handbook of grounded theory* **(pp. 1-28). : SAGE Publications Ltd doi: 10.4135/9781848607941**

Mills, J., Birks, M. & Hoare, K. (2014). Grounded theory. In Mills, J., & Birks, M. *Qualitative methodology* (pp. 107-122). 55 City Road, London: SAGE Publications, Inc. doi: 10.4135/9781473920163

Urquhart, C. (2019). Grounded theory's best kept secret: the ability to build theory. In Bryant, A., & Charmaz, K. *The SAGE Handbook of Current Developments in Grounded Theory* (pp. 89-106). 55 City Road, London: SAGE Publications Ltd doi: 10.4135/9781526485656

Urquhart, C. (2013). Building the theory. In Urquhart, C. *Grounded theory for qualitative research* (pp. 106-128). 55 City Road, London: SAGE Publications, Ltd doi: 10.4135/9781526402196

What is Grounded Theory #2

Research Cases:

Catolico, O. (2017). A grounded theory study: Displacement, migration, and resettlement of cambodian refugee women. *SAGE Research Methods Cases.* **doi:10.4135/9781526423948**

Curtis, K. (2017). Using iterative cycles of discovery within a glaserian grounded theory of socialization in compassion. *SAGE Research Methods Cases.* doi:10.4135/9781526411471

Lehane, O. (2019). A journey through classic grounded theory: Exploring the work of grassroots violence prevention practitioners. *SAGE Research Methods Cases.* doi:10.4135/9781526477224

Malik, G., McKenna, L., & Griffiths, D. (2020). Applying grounded theory methods to investigate evidence-based practice integration into undergraduate nurse education. *SAGE Research Methods Cases.* doi:10.4135/9781529744194

Helpful videos:

Charmaz Ph.D., K. (Academic). (2017). An introduction to grounded theory [Streaming video]. Retrieved from SAGE Research Methods.

Additional SAGE Research Methods Resources:

Mihas, P., & Odum Institute. (2019). Learn to use Charmazian grounded theory with data from the southern oral history program. London, United Kingdom: SAGE Publications, Ltd. doi: 10.4135/9781526494894

What is Phenomenological Research #1

Core Reading:

Antoniadou, M., & Crowder, M. (2019). The power of phenomenology in examining how organizational members give meaning to emotions. *SAGE Research Methods Cases.* doi:10.4135/9781526495594

Butler-Kisber, L. (2018). Phenomenological inquiry. In Butler-Kisber, L. *Qualitative inquiry* (pp. 60-70). 55 City Road, London: SAGE Publications Ltd doi: 10.4135/9781526417978

Bloor, M. & Wood, F. (2006). Phenomenological methods. In Bloor, M., & Wood, F. *Keywords in qualitative* methods(pp. 129-130). London: SAGE Publications Ltd doi: 10.4135/9781849209403

Eberle, T. (2014). Phenomenology as a research method. In Flick, U. *The SAGE handbook of qualitative data analysis* (pp. 184-202). London: SAGE Publications Ltd doi: 10.4135/9781446282243

Giorgi, A., Giorgi, B. & Morley, J. (2017). The descriptive phenomenological psychological method. In Willig, C., & Rogers, W. *The SAGE Handbook of qualitative research in psychology* (pp. 176-192). London: SAGE Publications Ltd doi: 10.4135/9781526405555

Howell, K. E. (2013). Aspects of phenomenology. In Howell, K. E. *An introduction to the philosophy of methodology* (pp. 55-74). London: SAGE Publications Ltd doi: 10.4135/9781473957633

Spiers, J., & Smith, J. A. (2019). Interpretative Phenomenological Analysis. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), *SAGE Research Methods Foundations.* doi: 10.4135/9781526421036813346

Usher, K. & Jackson, D. (2014). Phenomenology. In Mills, J., & Birks, M. *Qualitative methodology* (pp. 181-198). 55 City Road, London: SAGE Publications, Inc. doi: 10.4135/9781473920163

What is Phenomenological Research #2

Research Cases:

Antoniadou, M., & Crowder, M. (2019). The power of phenomenology in examining how organizational members give meaning to emotions. *SAGE Research Methods Cases.* doi:10.4135/9781526495594

Ardley, B., & Taylor, N. (2019). Perceptions of business advisers in small manufacturing companies: The phenomenological interview as a research method. *SAGE Research Methods* Cases.doi:10.4135/9781526494665

Moustakas, C. (1994). Transcendental phenomenology: conceptual framework. In Moustakas, C. *Phenomenological research methods* (pp. 25-42). Thousand Oaks, CA: SAGE Publications, Inc. doi: 10.4135/9781412995658

McGovern, J. (2017). Capturing the lived experience: Getting started with interpretive phenomenology research. *SAGE Research Methods Cases.* doi:10.4135/9781526405418

Owino, G. (2020). A triangulated phenomenological study in social definitions of HIV: Initial reactions, acceptance, and coping strategies. *SAGE Research Methods Cases.* doi:10.4135/9781529741506

Helpful videos:

Keenan, B. (Academic). (2018). Researching Nurse Educators: Lessons Learned From a Phenomenological Approach [Streaming video]. Retrieved from SAGE Research Methods.

Thank you.
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