Contents

Acknowledgments	ix
List of Boxes	X
List of Figures and Tables	xi
About the Website	xiii
Chapter 1: Introduction: Start Your Research Journey	1 hapte
What Is Research?	1
What Type of Research Project Do You Have?	3
What Are the Procedures for Scientific Research?	6
Will There Be Bends and Detours in the Research Process?	6
How to Embark on Your Research Journey	7
How Will This Book Help You?	11
How Is This Book Organized?	12
Chapter 2: Topic Selection: Getting Started	15
Where Can You Start to Find a Good Topic?	
How Can You Narrow Down Your Topic?	18
What Topic Is Appropriate for Your Research?	20
How Do You Know the Topic You Selected Is a "Good Topic"?	24
Can You Change Your Topic?	25
Exercises for Chapter 2	
Your Project Outcome after Chapter 2	30
Chapter 3: Searching for Information	31
What Is Valid and Reliable Information?	
What Do You Need to Prepare Before Searching for Information?	32
Should You Search in Libraries or on the Internet?	34
What Different Sources Are Available?	35

Contents

How Do You Go about Doing Library Research?	38
How Do You Conduct a Search Using Journal Article Databases?	
How Do You Keep Organized Records of the Information Found?	
How Do You Use the Information You Found?	
Exercises for Chapter 3	54
Your Project Outcome after Chapter 3	57
9600 Gerrington Road, Oxford, OX4 2DQ, UK	
Chapter 4: Reviewing the Literature	58
What Is a Literature Review?	59
Why Do You Need a Literature Review?	59
What Does the Literature Review Entail?	60
How to Sort Your Literature	61
How Do You Read Your Literature and Take Notes?	63
How Do You Evaluate and Synthesize Your Reviewed Literature?	64
How Do You Write Your Literature Review?	67
Exercises for Chapter 4	72
Your Project Outcome after Chapter 4	80
Chapter 5: Research Questions and Methods	81
What Are Your Research Questions?	81
What Are the Goals of Your Research?	84
What Method Should You Use in Your Research?	86
How Do You Use Theory in Your Research?	94
Are Ethical Matters Important in Your Research?	96
What Ethical Issues Should You Pay Attention To?	97
Exercises for Chapter 5	100
Your Project Outcome after Chapter 5	104
Chapter 6: Steps of Quantitative and Qualitative	
Research Designs tolqoT bood a bail or rest not nel	105
n You Narrow Down Your Topic? 18-18-	How Ca
What Are Your Independent and Dependent Variables?	
How Do You Select a Sample to Study from Your Target Population?	
What Is an Acceptable Sample Size for Surveys?	110
How Do You Turn Your Concepts into Variables in Surveys?	
	111
What Do You Need to Know about Qualitative Research Designs?	116
How Do You Construct Your Interview Questions?	116
How Do You Select People for Interviews?	119
What Should You Do to Have Productive Interviews?	121
What Other Qualitative Data Collection Methods Can You Consider?	123
Exercises for Chapter 6	
Your Project Outcome after Chapter 6	132

Chapter 7: Writing a Research Proposal	133
What Should You Include in Your Research Proposal?	134
Do You Need a Title for Your Proposal?	134
What Should You Write in Your Introduction?	135
What Should You Write in Your Literature Reviews?	136
What Should You Write about Your Research Methods?	139
What Else Do You Include in Your Proposal?	140
What Format Should You Use to List the References?	142
What Writing Styles Are Appropriate for Research Proposals?	143
Incorporating Feedback from Faculty Supervisors	143
Exercises for Chapter 7	145
Your Project Outcome after Chapter 7	149
Tools Can You Use to Organize and Summarize Codes	
Chapter 8: Practical Issues While Carrying Out Research	150
The control of the co	151
Do You Have to Get Your Research Project Approved by Your University?	152
How Can You Carry Out Your Data Collection Effectively?	157
What Are Common Practical Problems in Qualitative Research?	160
What Ethical Dilemmas Will You Encounter in the Field Research Process?	162
What Should You Do When You Face Ethical Dilemmas?	162
What Problems Are Common in Questionnaire Surveys?	164
How Can You Conduct Your Questionnaire Surveys Effectively?	165
Maintaining Good Communications with Your Supervisor	166
How to Complete Your Research Project on Time	168
Exercises for Chapter 8	172
Your Project Outcome after Chapter 8	Fishia Control
The gers University, and Professor Janet Ruane of Montelan Stateburgstoff	172
Chapter 9: Quantitative Data Analysis	173
How Do You Start Entering Data From Your Survey or	
Interview Questionnaire?	174
Why Do You Need to Know the Levels of Your Measurement?	181
What Computer Data Analysis Procedure Should You Use for Your Research?	182
To Provide Descriptive Information about Your Respondents,	
Use Frequency, or Descriptive Analysis	182
To Determine If Two Variables Are Related to Each Other,	
Use Cross Tabulations and Chi-square Analysis	186
To Calculate Correlations between Two Variables That Are Measured	
at Interval or Ratio Level, Use Pearson's r	189
To Know Whether an Independent Variable Predicts or Explains	
an Effect on a Dependent Variable, Use Regression Analysis	192
To Predict or Explain the Effects of Several Independent Variables on a	
Dependent Variable, Use Multiple Regression Analysis	195

To Test If Two Means Are Significantly Diff To Determine Whether More Than Two M		8
Different, Use Analysis of Variance (ANC	and the first term of the control of	3
Exercises for Chapter 9	20: You Need a Tide for Your Proposal	
Your Project Outcome after Chapter 9	12 at Should You Write in Your Introd	
of the Project Outcome after Okwaicall 2007	What Should You Write in Your Litera	
esearch Methods? 139	What Should You Write about Your Re	
Chapter 10: Qualitative Data Analy		1
What Is the Purpose of Qualitative Data Ar	nalysis? 21	1
Do You Need to Transcribe All Your Intervi	iews? 21.	3
Where Do You Start?	21.2 orporating Feedback from Faculty 3.	4
What Is the Process of Inductive Analysis?	Steps of Grounded Theory 21:	9
What Is the Process of Deductive Coding in		4
What Tools Can You Use to Organize and S		6
How Do You Write about Findings from a		7
Exercises for Chapter 10	23	1
Your Project Outcome after Chapter 10	23 You Have to Get Your Research Pro	5
ollection Bitertively?		
	What Are Common Practical Problem	
Chapter 11: Writing the Final Repo		O
What Should You Include in Your Final Rep	port? 23	6
How Is Your Final Report Different from Yo		7
What Should You Consider before You Star		9
Title of Your Final Report or Thesis	w anomamummoo bood gmmamu24	0
An Abstract of Your Final Report	24 to Complete Your Research Project	1
Introduction	24 roises for Chapter 8	2
Literature Reviews	24 Project Outcome after Chapter 8	2
Research Methods	24	5
Findings	24 apter 9: Ouantitative Data A	7
Discussions	nd Qualitative 24	19
Conclusions	25 Do You Start Entering Data From	0
References	25 nterview Questionnaire?	0
How to Write a Report for Qualitative Reso	earch 25	1
Papers Based on Qualitative Field Research	25	1
Historical Research	25 Provide Descriptive Information elec-	3
Comparative Research	25 Prequency, or Descriptive Analy	14
A Final Check	25 Determine If Two-Vuriables Are Re	54
Evention for Chapter 11	25 Cross Tabuladoria and Elif square	6
Your Project Outcome after Chapter 11	25 Calculate Correlations between flw	59
Index	Know Whether an Independent No.	51