

Brief contents

Detailed contents	ix
About the author	xxiii
Introducing the students	xxiv
Guide to the book	xxv
Guided tour of textbook features	xxx
Guided tour of the ORC: lecturer resources	xxxii
Guided tour of the ORC: student resources	xxxiii
Abbreviations	xxxiv

Part One: The Research Process

1

1 The nature and process of social research	2
2 Social research strategies: quantitative research and qualitative research	16
3 Research designs	39
4 Planning a research project and formulating research questions	73
5 Getting started: reviewing the literature	90
6 Ethics and politics in social research	120

Part Two: Quantitative Research

147

7 The nature of quantitative research	148
8 Sampling in quantitative research	170
9 Structured interviewing	197
10 Self-administered questionnaires	220
11 Asking questions	243
12 Structured observation	266
13 Content analysis	283
14 Using existing data	308
15 Quantitative data analysis	329
16 Using IBM SPSS statistics	352

Part Three: Qualitative Research

373

17 The nature of qualitative research	374
18 Sampling in qualitative research	407
19 Ethnography and participant observation	422

20	Interviewing in qualitative research	465
21	Focus groups	500
22	Language in qualitative research	525
23	Documents as sources of data	545
24	Qualitative data analysis	569
25	Computer-assisted qualitative data analysis: using NVivo	601

Part Four: Mixed Methods Research and Writing Up

619

26	Breaking down the quantitative/qualitative divide	620
27	Mixed methods research: combining quantitative and qualitative research	634
28	Writing up social research	661

	Glossary	688
	References	698
	Name index	727
	Subject index	732