

Contents

1	An Introduction to Research and your Dissertation	1
2	The Literature Review	22
3	Research Philosophy and Research Design	49
4	Quantitative Research Techniques and Conduct	105
5	Qualitative Research Techniques and Conduct	156
6	Presentation of Results	196
7	Quantitative Data Analysis	210
8	Qualitative Data Analysis	248
9	Conclusions	264
	Appendix 1: Ethics form from Bedfordshire University, UK	271
	Appendix 2: Guide to Referencing	279
	References	281
	Examples of useful websites	284
	Index	285