

Contents

Abbreviations	ix
---------------	----

Guide to the Book	xi
-------------------	----

Part One

1 Social research strategies	3
------------------------------	---

2 Research designs	27
--------------------	----

Part Two

3 The nature of quantitative research	61
---------------------------------------	----

4 Sampling	83
------------	----

5 Structured interviewing	105
---------------------------	-----

6 Self-completion questionnaires	127
----------------------------------	-----

7 Asking questions	141
--------------------	-----

8 Structured observation	159
--------------------------	-----

9 Content analysis	177
--------------------	-----

10 Secondary analysis and official statistics	195
---	-----

11 Quantitative data analysis	213
-------------------------------	-----

12 Using SPSS for Windows	239
---------------------------	-----

Part Three

13 The nature of qualitative research	263
---------------------------------------	-----

14	Ethnography and participant observation	289
15	Interviewing in qualitative research	311
16	Focus groups	335
17	Language in qualitative research	353
18	Documents as sources of data	369
19	Qualitative data analysis	387
20	Computer-assisted qualitative data analysis: Using NVivo	405
<hr/>		
Part Four		
21	Breaking down the quantitative/qualitative divide	427
22	Combining quantitative and qualitative research	443
23	Writing up social research	459
24	Ethics in social research	475
25	Conducting a small-scale project	487
	Glossary	501
	References	511
	Name Index	529
	Subject Index	535