

RESEARCHING SOCIAL LIFE

The title 'RESEARCHING SOCIAL LIFE' is rendered in large, bold, 3D block letters. Each letter has a white outline and a grey shadow. Small black silhouettes of human figures are integrated with the letters: a person sits inside the 'O' of 'SOCIAL', a person sits on the top edge of the 'L' of 'LIFE', a person is climbing the side of the 'L', a person is riding a bicycle in front of the 'L', and two people are standing near the 'F'.

Sondersammelgebiet
Volks- & Völkerkunde

EDITED BY in Zusammenarbeit mit der DFG

NIGEL GILBERT
PAUL STONEMAN



4TH
EDITION

 **SAGE**

Los Angeles | London | New Delhi
Singapore | Washington DC

SUMMARY OF CONTENTS

Extended Contents	ix
Editors	xvii
Contributors	xix
Acknowledgements	xxv
How to use this Book and its Online Resources	xxvii
Introduction	1
PART I FOUNDATIONS AND FIRST STEPS	7
1 CONCEPTUALISING SOCIAL LIFE	9
2 RESEARCH, THEORY AND METHOD	25
3 FORMULATING AND REFINING A RESEARCH QUESTION	43
4 CONDUCTING SYSTEMATIC REVIEWS IN THE SOCIAL SCIENCES	61
PART II CHOOSING YOUR RESEARCH STRATEGY	77
5 QUANTITATIVE RESEARCH	79



6	GROUNDING THEORY AND INDUCTIVE RESEARCH	97
	<i>Paul Hodkinson</i>	
7	MIXED METHODS	119
	<i>Victoria D. Alexander, Hilary Thomas, Ann Cronin, Jane Fielding and Jo Moran-Ellis</i>	
8	PARTICIPATORY APPROACHES TO SOCIAL RESEARCH	139
	<i>Christina Silver</i>	
9	EVALUATION RESEARCH	161
	<i>Mike McGuire</i>	
10	INTERNATIONAL COMPARISONS	181
	<i>Linda Hantrais</i>	
11	THE ETHICS OF SOCIAL RESEARCH	203
	<i>Janet Boddy</i>	
	PART III COLLECTING DATA	223
12	DESIGNING AND COLLECTING SURVEY SAMPLES	225
	<i>Patrick Sturgis</i>	
13	QUESTIONNAIRE DESIGN	239
	<i>Charles Leddy-Owen</i>	
14	MEASURING ATTITUDES	259
	<i>Thomas J. Scotto</i>	
15	QUALITATIVE INTERVIEWING	281
	<i>Nigel Fielding and Hilary Thomas</i>	
16	FOCUS GROUPS	301
	<i>Ann Cronin</i>	
17	ETHNOGRAPHY	319
	<i>Nigel Fielding</i>	
18	THE INTERNET AND RESEARCH METHODS	339
	<i>Christine Hine</i>	
	PART IV ANALYSING DATA	357
19	CODING AND MANAGING DATA	359
	<i>Jane Fielding</i>	
20	ANALYSING SURVEY DATA	389
	<i>Paul Stoneman</i>	
21	COMPUTER ASSISTED QUALITATIVE DATA ANALYSIS SOFTWARE (CAQDAS)	411
	<i>Ann Lewins</i>	

22	THEMATIC ANALYSIS <i>Alexander Seal</i>	443
23	NARRATIVE ANALYSIS <i>Sarah Earthy, Alexandra Cuncev and Ann Cronin</i>	461
24	APPLYING CONVERSATION ANALYSIS AND MEMBERSHIP CATEGORISATION ANALYSIS TO QUALITATIVE DATA <i>Andrew King and Lorraine Locke</i>	485
25	ANALYSING VISUAL MATERIALS <i>Victoria D. Alexander</i>	501
26	DIGITAL SOCIAL RESEARCH <i>Christine Hine</i>	519
	PART V WRITING ABOUT SOCIAL RESEARCH AND ITS IMPACT	535
27	WRITING ABOUT SOCIAL RESEARCH <i>Nigel Gilbert</i>	537
28	THE IMPACT OF SOCIAL RESEARCH <i>Paul Stoneman and Nigel Gilbert</i>	555
	Glossary	567
	Index	581