Introducing Research Methodology

A Beginner's Guide to Doing a Research Project

UWE FLICK





Contents

Tat	able of Contents	
Lis	ist of Boxes	
List of Figures		xiii
List of Tables		xiv
About the Author		xvi
Pre	face	xvii
Par	t I Orientation	1
1	Why Social Research?	3
2	From Research Idea to Research Question	18
3	Reading and Reviewing the Literature	31
Part II Planning and Design		45
4	Planning Social Research: Steps in the Research Process	47
5	Designing Social Research	60
6	Deciding on Your Methods	80
Par	t III Working with Data	. 101
7	Gathering Data: Quantitative and Qualitative Approaches	103
8	Analyzing Quantitative and Qualitative Data	132
9	E-Research: Doing Social Research Online	165

10 Integrated Social Research: Combining Different Research Approaches	179
Part IV Reflection and Writing	197
11 What is Good Research? Evaluating Your Research Project	199
12 Ethical Issues in Social Research	214
13 Writing Research and Using Results	229
Glossary References Name Index	
Subject Index	