CREATIVE RESEARCH





THE THEORY
AND PRACTICE
OF RESEARCH
FOR THE CREATIVE
MIUSTRIES

HILARY COLLINS





Contents

- 5 Foreword
- 6 Introduction

8 CONTEXT

- io The nature of research
- 14 The nature of research within the creative industries
- 18 The importance of research within the creative industries
- 22 The practitioners: Rachel Cooper on credibility in creative research

24 PART ONE: DEFINING THE RESEARCH PROBLEM

- 26 What makes a good research topic?
- 28 Generating and refining research ideas
- 34 Turning ideas into research projects
- 36 Understanding research philosophies
- 42 Research approaches
- 48 Multiple methods
- 54 The practice: A research-approached case study
- 58 The practitioners: Gerry Johnson on creating a framework

60 PART TWO: MANAGING THE RESEARCH DESIGN

- 62 Developing a research design and strategy
- 66 Creating the research framework
- 76 Your research proposal
- 80 Making research credible
- 82 The influence of ethics
- 86 The practice: A well-structured research project
- 96 The practitioners: Pradeep Sharma on the creative influence

104 PART THREE: MANAGING THE RESEARCH PROCESS

- 106 Using the literature
- 108 The literature review
- 112 The process of analysis
- 120 Using secondary data
- 124 Using primary data
- 128 Questionnaires
- 132 Observations
- 134 Interviews
- 138 Visual research
- 140 Photography
- 142 Narrative
- 146 Case study
- 154 Emerging tools
- 156 The practice: An example of elicitation techniques
- 158 The practitioners: Bettina Kolb on participatory photo-interview

162 PART FOUR: MANAGING THE RESEARCH

- 164 The pilot study
- 168 Analysing qualitative data
- 172 Analysing quantitative data
- 178 Sampling
- 180 From critical reading to critical writing
- 184 Guidelines for drawing conclusions and making recommendations
- 188 The practice: A visual research approach—photographic ethnography
- 192 The practitioners: Sapsed et al on the economic value of research

196 APPENDIX

- 198 Working with your supervisor
- 199 Time management
- 200 Written communication
- 201 Guidelines for non-discriminatory language
- 202 Systems of referencing
- 204 Bibliography
- 205 Index
- 208 Acknowledgements