THE ESSENTIAL GUIDE TO



ZINA O'LEARY





Los Angeles | London | New Delhi Singapore | Washington DC | Melbourne

CONTENTS

Abo	out the Author	•		1X
Ack	nowledgements			Χ.
The	companion website			хi
		•	*.	
1	Taking the Leap into the Research World	-		1
	The challenge of tackling a research project	,		. 2
	So what is this thing called research and why do it?		•	3
	Delving into the 'construct' of research	,		5
	Getting help along the way			11
	Chapter summary			14
	Further reading			. 14
2	Setting Up and Getting Started			19
	Getting started			20
	Navigating the process	•		21
	Staying on course			28
	Chapter summary			32
	Further reading			32
3	Developing Your Research Question			35
	The importance of good questions			36
	The preliminaries: defining your topic			37
•	From interesting topics to researchable questions	; ;		41
	Characteristics of good questions			46
	Chapter summary			. 50
	Further reading			50
4	Undertaking Credible and Ethical Research		-	53
	Power, politics, ethics and research integrity		e e	- 54
	Credibility: integrity in the production of knowledge			55
	Ethics: integrity and the 'researched'		•	68
	Chapter summary			76
	Further reading			76
5	Crafting a Research Proposal	•		79
	Role of the proposal			80
	Elements of the proposal			82

Further reading

	Writing a winning proposal	84
	Obstacles and challenges	88
	Chapter summary	90
	Further reading /	90
6	Reviewing Literature	93
	The importance of literature	94
	Sourcing relevant literature	98
	Managing the literature	104
	Writing the formal 'literature review'	107
	Chapter summary	112
	Further reading	112
7	Designing a Research Plan	115
	Moving from questions to answers	116
	Getting it right for the researcher	122
	Pragmatics: making it doable	123
	It's all in the details	124
	Chapter summary	129
	Further reading	129
8	Understanding Methodologies: Quantitative and Qualitative Approaches	131
	The quantitative tradition	134
	The qualitative tradition	142
	Chapter summary	157
	Further reading	158
9	Understanding Methodologies: Mixed Approaches	163
	Arguments for mixed methodology	164
-	Challenges and possibilities	165
	Perspectives and strategies	166
	Chapter summary	172
	Further reading	172
10	Understanding Methodologies: Evaluative, Action-Oriented and	
	Emancipatory Strategies	175
	Research that attempts to drive change	176
	Evaluative research	177
	Action research	186
	Emancipatory research	192
	Chapter summary	197

197

		CONTENTS	vii
11	Identifying and Selecting Samples, Informants and Cases		201
	Where does the answer lie?	•	202
	Samples: selecting elements of a population		203
•	Key informants: working with experts and insiders		212
	Cases: delving into detail		215
	Chapter summary		219
	Further reading		219
10			223
12	Primary Data: Surveys, Interviews and Observation		. 223
•	The opportunities and challenges of collecting primary data		224
·	Surveying	•	225
	Interviewing	- :	239
	Observation		250
	Chapter summary	•	260
	Further reading		260
13	Secondary Data: Existing Data, Online Generated Data and		005
	Previous Studies		265
	Zina O'Leary and Jennifer Hunt		
	What is secondary data?		266
	Working with existing data	•	272
	Working with online generated data		279
	Analysing previous studies		286
	Chapter summary		291
	Further reading		291
14	Analysing Quantitative Data		297
	Moving from raw data to significant findings		298
	Managing data and defining variables		301
	Descriptive statistics		304
	Inferential statistics		309
	Presenting quantitative data		313
	Chapter summary		320
	Further reading		320
15	Analysing Qualitative Data		323
	The promise of qualitative data		324
	The logic of QDA		329
٠	The methods of QDA		331
	Specific QDA strategies		339
	Presenting qualitative data		339
	A thought		343

Index

Chapter summary	343
Further reading	344
16 The Challenge of Writing Up	351
The writing challenge	352
The writing process	356
Creating powerful presentations	365
Disseminating your work	367
The final word	370
Chapter summary	370
Further reading	371
Glossary	373
Ribliography	. 386

395