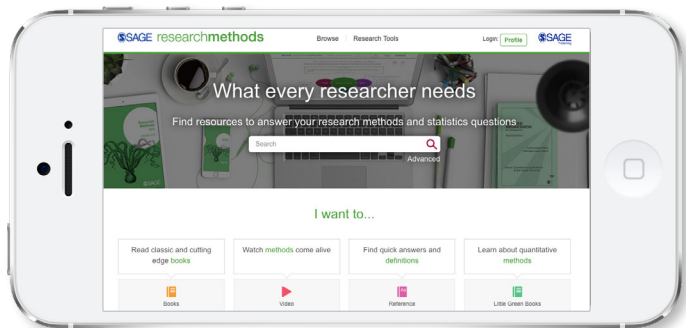


# SAGE research**methods**

What every researcher needs

[methods.sagepub.com](https://methods.sagepub.com)



**SAGE Research Methods** is the ultimate methods library, with more than 1,000 books, reference works, journal articles, and instructional videos by world-leading academics from across the social sciences, including the largest collection of qualitative methods books available online from any scholarly publisher.

The resources cover the steps of coming up with a research question, doing a literature review, planning a project, collecting and analyzing data, and writing up a report, dissertation, or thesis, plus detailed information on hundreds of qualitative, quantitative, and mixed methods.

## Content & Features

- **More than 1,000 of SAGE's renowned books, reference works, and journal articles** in research methods, statistics, and evaluation
- **Methods Map** shows how methods terms and concepts are related
- **Reading Lists** can be used to compile lists of selected books, book chapters, journal articles, case studies, datasets, or videos for later review or to share with colleagues and students
- **Project Planner** guides users through each step of the research process with instructional content and links to material on the platform
- **Which Stats Test** helps users choose the best statistical method to use after they answer a few multiple-choice questions about their data



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*Magnum Opus Gold Award for Best Navigation*  
*Apex Award for "One-of-a-Kind" Electronic and Web Publication*  
*Choice Magazine Outstanding Academic Title*  
*Modern Library Awards Gold Distinction*

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# What does SAGE Research Methods do?

## Student research

- Essential supplementary support for course learning and for students working on dissertations and research projects
- More than 220,000 pages of content covering hundreds of methodological approaches help students at every step of their project
- Concise author videos answer basic questions like “How do I choose between different research methods?” and “What do you mean by the term ‘ethnography?’”

## Faculty research

- Offers critical support in learning new techniques and methods
- Provides crucial resources to help faculty write up their methodology for publication in the best research journals
- Provides in-depth understanding of advanced methods and includes online access to the complete **Quantitative Applications in the Social Sciences (QASS) series**, also known as “The Little Green Books,” as well as the **Qualitative Research Methods Series (QRMS)**, or “The Little Blue Books”

## Teaching research methods

- Serves as the perfect complement to coursework and traditional textbooks in research methods courses for business, communication, criminology, education, health sciences, psychology, political science, social work, and sociology
- Provides sample assignments that help students easily connect to concepts
- Aids faculty who oversee research papers and theses requiring original research

## Librarians and information literacy

- Helps librarians teach information literacy, research skills, literature review, and writing
- Includes authoritative descriptions of how to conduct research from beginning to end

Get help with every step of the research process at  
**[methods.sagepub.com](https://methods.sagepub.com)**

# cases

## Learn from stories of real research

**SAGE Research Methods Cases** are stories of how real research projects have been conducted. The platform houses more than 2,300 case studies showing the challenges and successes of doing research, written by the researchers themselves. The researchers explain why they chose the methods they did, how they overcame problems in their research, and what they might have done differently with hindsight—the realities of research that are missing from journal articles and textbooks.

### Each case

- Is peer reviewed
- Comes with learning objectives and discussion questions
- Can be used as a teaching tool to demonstrate a particular method
- Serves as inspiration to students who are preparing for their own research project



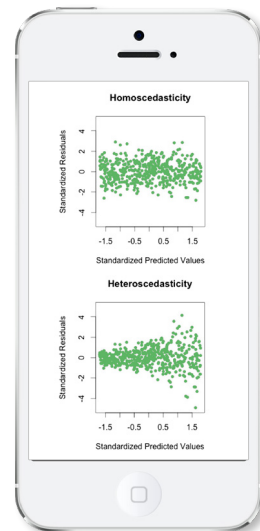
*Choice Magazine Outstanding Academic Title*

# datasets

## Master data analysis through hands-on practice

**SAGE Research Methods Datasets** is a collection of nearly 600 teaching datasets and instructional guides that give students a chance to learn data analysis by practicing themselves. This bank of topical, engaging practice datasets, indexed by method and data type, is optimized for use in classroom exercises or in exam papers, saving faculty hours of sourcing and cleaning data themselves. The decisions researchers make when analyzing data can seem like a black box for students—through practicing analysis using real data from **SAGE Research Methods Datasets**, students can see how analytic decisions are made, helping them become confident researchers.

- Quantitative datasets are taken from surveys and experiments and come with instructions to analyze the data in SPSS or R
- Qualitative datasets are taken from academic research projects, providing bite-size examples from interviews, focus groups, documentary sources, and more, plus advice on how to approach analysis



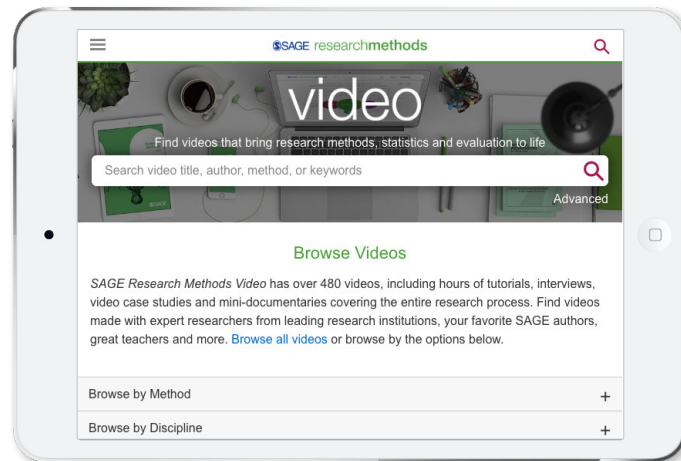
# video

## Bring research methods, statistics, and evaluation to life

Every librarian has encountered frantic students struggling with a paper or research project. We know that students have a range of preferred learning styles, and when students are already overwhelmed by the number of books or journal articles they need to read to complete their paper, more text-based resources may not be the most effective educational tools. **SAGE Research Methods Video** can help your students learn research skills by watching and listening and can help your teaching faculty deliver memorable research methods and statistics lessons by providing interactive and engaging visual content.

## Content & Features

- Includes tutorials, case study videos, expert interviews, and more
- Covers every aspect of research skills training and guides students through every step of the research process
- Contains 484 videos, with 70% of content exclusive to SAGE
- Students can access content at any time, and instructors can embed videos in their course management systems
- Includes an entire 15-hour introductory statistics course, which students can access again and again, ensuring that they master the concepts



REQUEST A 30-DAY  
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## Practical Research & Academic Skills

This collection of more than 400 video titles offers support on the practical skills that researchers need to successfully complete their projects. Key areas such as writing a research proposal, planning and designing a research project, project management, writing for publication, and securing ethical approval are explicitly covered.

## Data Science, Big Data Analytics, and Digital Methods

This video collection covers data science methods, issues and challenges surrounding big data research, and examples and applications of computational social science research (also called social data science). Data Science is a vast field, covering a huge range of statistical techniques and methodological issues, with applications reaching far beyond the social sciences.

## Market Research

The newest collection of streaming video will cover a range of essential qualitative, quantitative, and mixed methods for data collection and analysis for successful market research. Topics are covered at different levels of complexity, so users with no research experience through to those who have an established methods and statistics fluency will find something suited for them.



NEW IN 2022!

## Research Ethics & Integrity

The newest SAGE Research Methods Video collection helps students and researchers increase their knowledge and skills around research ethics and research integrity. Key topics include informed consent, questionable research practices and research misconduct, confidentiality, anonymity, ethical codes, and ethical approval. Viewers will be guided through key considerations to ensure that their research is adhering to ethical principles, and practices, from research design to publication, and beyond. Drawing on examples and applications from across the social and behavioral sciences, as well as data ethics and bioethics, the content will be a mix of expert interviews, video case studies, tutorials, and documentaries.

# medicine & health

## cases

Medical and health research is more crucial than ever, and this resource provides case studies that emphasize the researcher's experiences and decision-making in designing and conducting a specific study in the fields of medicine and health. They provide users with generalizable lessons from the use of chosen methods and a more realistic picture of research than what is often found in textbooks.

### Cases cover:

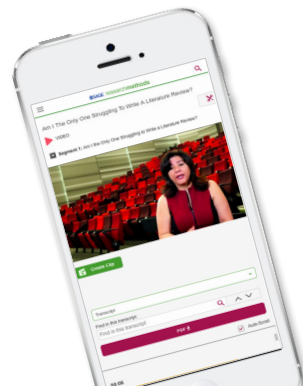
- Primary clinical and epidemiological research
- Interventional and observational studies
- Systematic review and meta-analysis
- Studies drawn from across all major medical specialties, as well as public health, nursing, dentistry, and health policy and services research

The case studies, written by researchers in the field, focus on research design, methods selection, and methods application. Each case includes learning objectives, multiple choice questions, and discussion questions, making them perfect for coursework.

## video

Bringing medical and health research to life, this video collection will cover research methods used across medical specialties. These include clinical study design, conduct and analysis, biostatistics, systematic review, and meta-analysis. The 60-hour video collection includes tutorials, case studies, in-practice films, and expert interviews.

Epidemiological and infectious disease research methods, directly relating to the current COVID-19 pandemic, will be covered, making this a timely collection for medical and health students. Video player tools such as the ability to create custom clips and embed video in learning management systems are ideal for online coursework.



# data visualization

**SAGE Research Methods: Data Visualization** will teach both beginner and advanced researchers the fundamentals of data and design necessary to create impactful visualizations. Principles will be taught through a series of practical video tutorials, text entries, and practice datasets, and will teach users which chart types best fit their specific data story.

Researchers increasingly grapple with complex or big data and need to present their data in an understandable, easy to interpret, and informative way to disseminate their research successfully. Mastering the skills and techniques of data visualization—the art and science of presenting data in a graphical format—is, therefore, key for any researcher. It enables them to communicate their data with impact so that audiences can grasp difficult concepts or identify new patterns and relationships easily.



## Content & Features

- A **data viz gallery** introducing a spectrum of chart types across five categories of visualizations—categorical, hierarchical, temporal, spatial, and network—complete with both presentation tips and annotated examples of bad practice.
- Approximately **30 hours of video tutorials** with experienced researchers, each sharing why they chose the particular visualization to answer their research question and demonstrating how they created it in their chosen software.
- **Clean datasets, accompanied by step-by-step guides** on how to create a particular visualization using a variety of tools, that will let users put their skills into practice.
- Overviews of **75 visualization tools**, from Excel to Python, to help researchers determine the best tool for their needs.



# foundations

New to the **SAGE Research Methods** platform, **Foundations** provides a concise introduction to methods and research terms for those who are new to research in general or to that particular method. While a general search can provide an overwhelming number of results, **Foundations** provides a targeted list of entries to guide users through the content. The navigation menu puts the entry in context, so users can easily find more general topics related to a method or continue on to more specific sub-topics. Each entry will give users a general understanding of the topic and help them focus their search for additional content if they wish to dive deeper.

**Foundations** is a perfect complement to the **SAGE Research Methods** suite, providing less experienced users with a guided starting point.

## Content & Features

- Dynamic site architecture guides users through content
- Entries are grouped into thematic series
- Newly commissioned content covers hundreds of methods and research concepts, including key studies and profiles of key figures in research
- What's Next tool guides users through a natural progression through concepts based on what they've already viewed
- Content is connected to the Methods Map

# doing research online

This new multimedia collection will be designed to support novice or experienced social science researchers who are conducting research online. Whether conducting their first or their hundredth study online, users will find support to employ a variety of digital methods from online surveys, interviews to digital ethnography, social media, and text analysis, as well as learn how to manage, store and archive digital data. Privacy and other ethical considerations specific to conducting research online are also covered. Researchers will also get support with how to navigate the challenges of being supervised online.

## Content & Features

- 'How to Guides' (providing practical help with using digital research methods)
- Videos (tutorials, expert interviews, video case studies, etc.)
- Case studies (focused on challenges of designing and conducting research online)
- Teaching sets of data with a guide (suggesting a method to analyze both digitally created and existing online data, plus a step-by-step guide to how to do it so that students can practice data analysis)

# campus

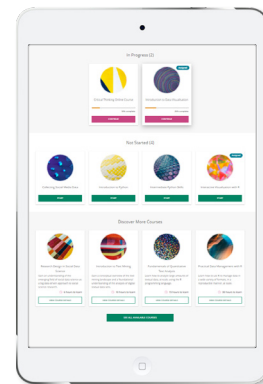
## Online learning for skills and research methods

**SAGE Campus** is a digital library product that supports the teaching and learning of skills and research methods through 250+ hours of structured online learning. Combining pedagogical expertise and instructional design, our online courses are self-paced and instructor-led, with an engaging mix of SAGE-quality video, interactives, knowledge checks, downloadables and text to achieve specific learning outcomes. Faculty can assign our courses to students in flipped classroom teaching or students can take courses in self-directed learning to gain practical research skills.

- Fully self-paced to suit learners with different abilities, priorities or schedules.
- Top expert instructors write and create our online courses.
- Engaging content in a mix of formats chosen to support the topics.
- Interactive activities within a scaffolded learning environment.
- Practical activities to build and hone skills that require practice.
- Knowledge checks and formative assessments ensure learning outcomes.
- Signed certificates are unlocked on completion to keep learners motivated.
- Trusted SAGE quality content by academic experts that is rigorously reviewed.

## Our courses

**SAGE Campus** online courses cover tricky skills and research methods that can be applied across all stages of academic study, including critical thinking, data literacy, research skills, data science skills, and getting published. We currently have 27 courses with 7 brand new courses coming in 2022! Each course is stand alone, but they follow the below content pathway to support undergraduates through to early-career researchers.



**BROWSE OUR COURSES**

[campus.sagepub.com/all-courses](https://campus.sagepub.com/all-courses)

# AM research methods primary sources

Empower your students with the practical tools they need to understand and interact with primary sources.

**Research Methods Primary Sources** is an online learning tool for primary source literacy that can be used in classroom-based and online teaching, as well as for independent study.

Comprising peer-reviewed essays, How-to guides, newly-commissioned video interviews, case studies, practice sources, and datasets, our learning tools introduce students to key concepts that underpin research in the humanities and social sciences, and share the core principles and practices for evaluating and using primary sources.



## Key areas of study include:

- How to critically evaluate a source
- How to read digital archives
- How to understand underrepresented voices in the archive
- How to use digital tools such as data mining
- Introducing types of archives
- Experiences of working in archives

To find out more visit [www.amdigital.co.uk](http://www.amdigital.co.uk)  
or contact [info@amdigital.co.uk](mailto:info@amdigital.co.uk)

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