SAGE researchmethods

What every researcher needs

books&reference | cases | datasets | video NEW!

sageresearchmethods.com

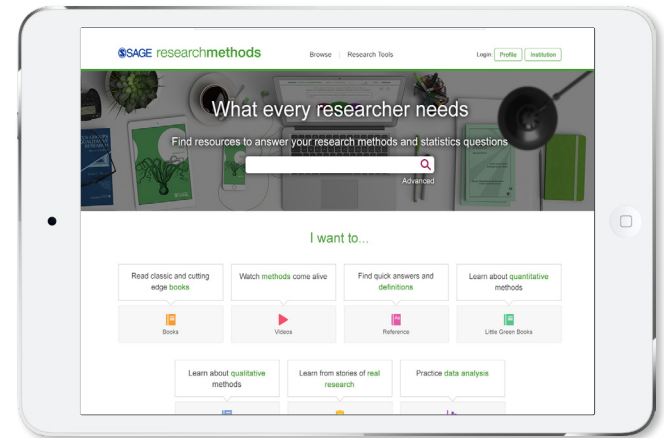# What are research methods, and why are they important?

Research methods are systematic tools used to conduct research. They are the essential tools of the researchers' craft, and increasingly represent core transferable skills for students entering the workplace, where the proven ability to understand statistics or read or conduct a survey are vital business attributes.

> **SAGE Research Methods** is an excellent resource for researchers and faculty alike. No self-respecting library should be without it!
>
> *- Dr. Paul Baines, Professor of Political Marketing, Cranfield University, UK*

> If someone needs to know the breadth of the method and what else is related to it, the visualization [on the Methods Map] is right there. It makes exploring and understanding fun.
>
> *- Marie Kennedy, Serials and Electronic Resources Librarian, Loyola Marymount University*

Choice Outstanding Academic Title

Magnum Opus Gold Award for Best Navigation

Apex Award for "One-of-a-Kind" Electronic and Web Publication

Highly recommended for libraries by Choice

What does *SAGE Research Methods* do?

Student Research

- **Essential supplementary support for course learning** and for students working on dissertations and research projects
- **Over 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

- **Perfect complement to coursework and traditional textbooks** in research methods courses for Business, Communications, Criminology, Education, Health Sciences, Psychology, Political Science, Social Work and Sociology
- **Sample assignments** 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

Search more than 1000 full-text books, reference works, videos and journal articles

Get help with every step of the research process

Use teaching datasets to master analytical techniques

Research methods come alive in 120+ hours of video

Hundreds of case studies show how methods are used in real world contexts
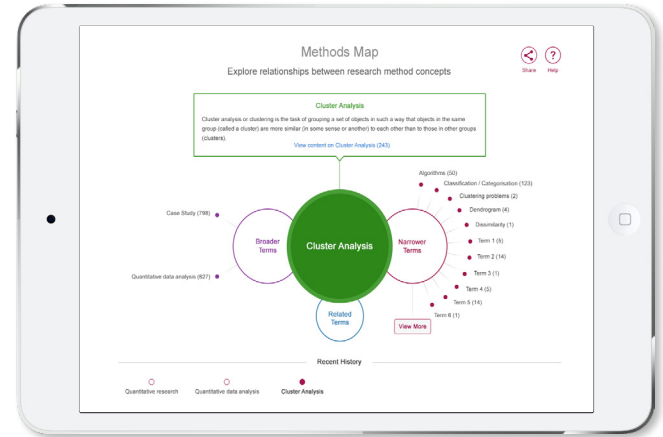
SAGE Research Methods
Content and Features

Explore this innovative online resource created to help students and researchers across the social, behavioral, and health sciences to design research projects, understand methods or identify new methods, conduct research, and write up their findings.

- Over 220,000 pages of SAGE's renowned book, journal, and reference content in research methods
- Advanced search and discovery tools support browsing and discovery of material
- The Methods Map visualizes relationships among a comprehensive taxonomy of methods terms
- Methods Lists can be used to compile selected books, book chapters, and journal articles for later review or to share through the site
- The complete *Quantitative Applications in the Social Sciences series* ("The Little Green Books") and the *Qualitative Research Methods* Series ("The Little Blue Books") are available online in full-text format
- Read online, print, or email full-text content, including over 840 of SAGE's research methods books
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- Explore related online journal content with the *SAGE Journals* widget
- View 58 specially commissioned videos about research methods with some of SAGE's top authors

NEW IN 2016!

- **42 new titles** from SAGE's renowned Research Methods list and 8 new videos
- **54 new case studies** on *SAGE Research Methods Cases*
- **24 new datasets** on *SAGE Research Methods Datasets*
- More than **120 hours of video** bring research methods to life in *SAGE Research Methods Video*
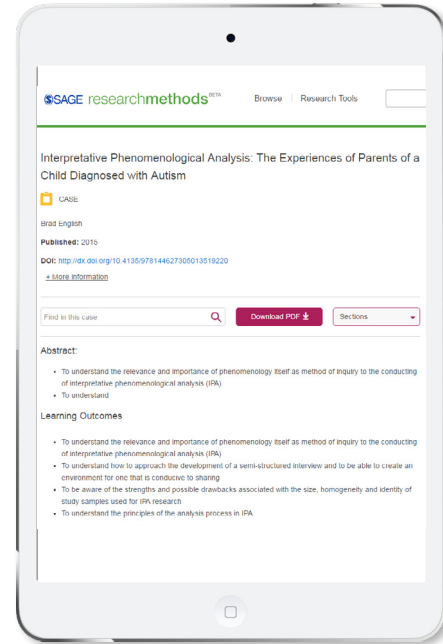- **A new platform** with improved functionalities and an enhanced methods map

cases

Learn from stories of real research

SAGE Research Methods Cases is a collection of more than 500 case studies showing the challenges and successes of doing research, written by the researchers themselves. They explain why the researchers 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.

The cases:

- Are peer-reviewed
- Are indexed by method, level, or subject
- Include pedagogical tools such as learning objectives and discussions questions
- Can be used as a teaching tool to demonstrate a particular method, or as inspiration to students who are preparing for their own research project
- Cover dozens of research and statistical methods across the social sciences

Choice Outstanding Academic Title 2015

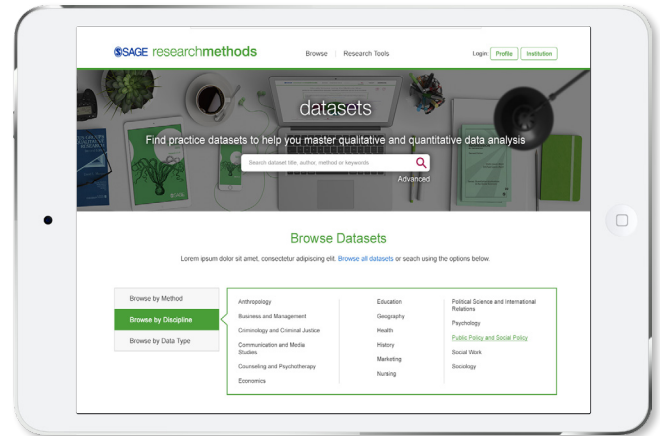Fully integrated on the *SAGE Research Methods* platform.

datasets

Master data analysis with hands-on practice

SAGE Research Methods Datasets is a collection of sample datasets and instructional guides that give students a chance to learn data analysis by practicing themselves.

This bank of topical datasets are optimized for use by students just learning analytic methods. 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 to become confident researchers.

> The ability to access both instructional materials and practice datasets from the same online platform will be a satisfying evolutionary step for undergraduates or advanced students seeking to learn about or master research methods...Highly recommended.
>
> *- Choice Magazine, May 2016*

The datasets:

- Offer hands-on practice on real data
- Are indexed by method and data type
- Include peer-reviewed instructional guides to illustrate how to perform the analysis
- Cover both quantitative and qualitative research, from a wide range of data sources
- Are downloadable in multiple file formats for use with common software packages
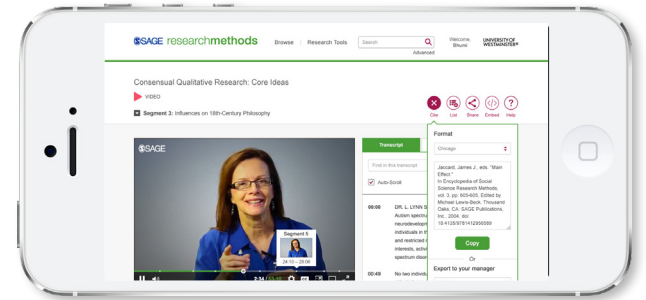
Fully integrated on the *SAGE Research Methods* platform.

video NEW!

Bringing research methods and statistics to life

SAGE Research Methods Video contains more than 120 hours of video, including tutorials, case study videos, expert interviews, and more, covering the entire research methods and statistics curriculum.

The videos can help to bring methods to life: instead of reading about how to conduct a focus group, students can watch one in action. Sometimes a concept is hard to grasp through text alone, but by hearing an expert explain it on film and seeing the research technique in action, it becomes clear.

Through these videos students can find extra help and support to guide them through every step of their research project.

The videos:

- Are 60% exclusive SAGE content
- Include a 15-hour course on introductory statistics
- Can be embedded into course management systems
- Have been developed in partnership with an esteemed international Editorial Advisory Board and SAGE's best-selling authors and leading figures in the field
- Offer interviews and tutorials from experts such as Kathy Charmaz, Sara Delamont, David Silverman and Ian Shapiro, and short documentary films made in leading research centers, including NatCen, Ipsos Mori and the Pew Research Centre

Fully integrated on the *SAGE Research Methods* platform.

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