Nvivo 2 0 And Atlas Ti 5 0 A Comparative Review Of Two

This book includes a selection of the articles accepted for presentation and discussion at the second International Symposium on Qualitative Research (ISQR2017), held in Salamanca, Spain, July 12-14, 2017. ISQR2017 is part of the Iberian-American Congress on Qualitative Research (CIAIQ), and featured four main application fields (Education, Health, Social Sciences, and Engineering and Technology) and seven main subjects: Rationale and Paradigms of Qualitative Research; Systematization of approaches with Qualitative Studies; Qualitative and Mixed Methods Research; Data Analysis Types; Innovative Processes of Qualitative Data Analysis; Qualitative Research in Web Contexts; Qualitative Analysis with the Support of Specific Software. This book is a valuable resource for academics, researchers, teachers and students who need information on the above topics, as well as on the use of Computer Assisted Qualitative Data AnalysiS (CAQDAS).

Now in its Fourth Edition, this much loved text offers theoretical and philosophical depth without sacrificing what you need to know in practical terms. With an impressive suite of in-text features and online materials, as well as the authors' ability to tackle complex issues in a clear and accessible way, Management Research makes the whole scope of management research methods approachable. Inside you will find painless coverage of the entire research process as well as a critical, thoughtful treatment of important issues like ethics and politics, making this an invaluable companion to any student or researcher who needs to know about business and management research methods.

toparticipateactivelyinknowledgecommunicationandknowledgeconstruction, mobile and ubiquitous computing technologies enable the integration of inf- mal and formal learning support.

`A great basic book, which can be used by the novice qualitative researcher. The advice is friendly, almost folksy with clear conceptual explanation of how the program works. A very welcome contribution to this field' - Martha Ann Carey, Albert Einstein College of Medicine, New York `Qualitative researchers continue to be criticized because they rely too much on their own interpretations and avoid analytical and theoretical issues. This book provides ways

to integrate the thinking about a project and the data you have with practical ways that the software can facilitate the process. I recommend it for both the new user as well as the experienced one' - Marilyn Lichtman, Forum for Qualitative Social Research - follow the link below to read the complete review This book invites readers to learn how to use qualitative data analysis software in the context of doing their research project. The reader follows basic steps for creating and conducting a real project with real data, using the new-generation software package, QSR NVivo. The software tools are introduced only as needed and explained in the framework of what is being asked. The reader is the craftsperson, trialling those tools in the processes of getting started, tentative interpretation, drawing links, shaping data, and seeking and establishing explanations and theories. The NVivo Qualitative Project Book allows the researcher to work through their own project, or work with data provided from a real project. The authors draw on decades of experience of research and training researchers around the world, and take the reader through each step in a style combining informality and authority, with frequent tips and reflections on what is being done. Demonstration software is provided on the enclosed CD-ROM, with data to help create (a researcher's project) a project about researchers and researching, and with multiple stages arranged sequentially in the development of a real project. As a practical tool to help researchers understand qualitative data analysis software using NVivo, and a guide through the sometimes complex processes of doing a research project, this book will be invaluable reading for researchers and students undertaking qualitative research. Pat Bazeley provides training and consulting services in research design and data analysis through her company, Research Support. Lyn Richards is Director of Research Services at Qualitative Solutions and Research, the developers of NUD·IST and NVivo software. NVivo is distributed by Scolari, SAGE Publications Software.

Quantitative Narrative Analysis

15th International Conference, AIED 2011, Auckland, New Zealand, June 28 - July 2, 2011, Proceedings

Qualitative and Quantitative Approaches

Management and Business Research

Handbook of Public Policy Analysis

With the advent of new media and Web 2.0 technologies, language and discourse have taken on new meaning, and the implications of this evolution on the nature of interpersonal communication must be addressed. Innovative Methods and Technologies for Electronic Discourse Analysis highlights research, applications, frameworks, and theories of online communication to explore recent advances in the manipulation and shaping of meaning in electronic discourse. This essential research collection will appeal to academic, research, and professional audiences engaged in the design, development, and distribution of effective communications technologies in educational, social, and linguistic contexts.

Researchers and students in the social sciences.

The Third Edition of Miles & Huberman's classic research methods text is updated and streamlined by Johnny Saldaña, author of The Coding Manual for Qualitative Researchers. Several of the data display strategies from previous editions are now presented in re-envisioned and reorganized formats to enhance reader accessibility and comprehension. The Third Edition's presentation of the fundamentals of research design and data management is followed by five distinct methods of analysis: exploring, describing, ordering, explaining, and predicting. Miles and Huberman's original research studies are profiled and accompanied with new examples from Saldaña's recent qualitative work. The book's most celebrated chapter, "Drawing and Verifying Conclusions," is retained and revised, and the chapter on report writing has been greatly expanded, and is now called "Writing About Qualitative Research." Comprehensive and authoritative, Qualitative Data Analysis has been elegantly revised for a new generation of qualitative researchers.

A newer edition of this book is available for ordering at the following web address: https://rowman.com/ISBN/9780759112421

Research Methods in Anthropology is the standard textbook for methods classes in anthropology programs. Over the past dozen years, it has launched tens of thousands of students into the field with its combination of rigorous methodology, wry humor, commonsense advice, and numerous examples from actual field projects. Now the fourth edition of this classic textbook is ready, written in Russ Bernard's unmistakable conversational style. It contains all the useful methodological advice of previous editions and more: additional material on text analysis, an expanded section on sampling in field settings, the use of computers for fieldwork and analysis, the pros and cons of rapid assessment techniques in anthropology, dozens of new examples, and an expanded bibliography. 'Methods belong to all of us' is the watchphrase of this book. Whether you are coming from a scientific, interpretive, or applied anthropological tradition, your students should learn field methods from the best guide around.

Analysis of the Cognitive Interview in Questionnaire Design

The Nvivo Qualitative Project Book

Metode Kebijakan Peka-Konteks: Handbook Analisis Kebijakan Publik

A Practical Guide

Political Research

Systematic Synthesis of Qualitative Research

RESEARCH - RICERCA Effectiveness of critical thinking instruction in higher education: a systematic review of intervention studies Dawit T. Tiruneh, An Verburgh, Jan Elen From research assistant to researcher: being wakeful in a mentorship journey about methodology, poverty, and deficit thinking Heather Grenville, Darlene Ciuffetelli Parker Adapting grounded theory in qualitative research: reflections from personal experience Philip Bulawa B-learning quality: dimensions, criteria and pedagogical approach Paula Peres, Luís Lima, Vanda Lima The system learning. Rethinking structures, role and functions of the virtual communities of knowledge and learning Pierfranco Malizia APPLICATIONS - APPLICAZIONI Stability of Russian banking sector: the results of adaptation international standards of banking regulation Svetlana Khasyanova Development of technologies of application of Islamic financial products in the Russian federation Simone La Bella, Vladimir Malyaev Data display in qualitative research Susana Verdinelli, Norma I. Scagnoli The competencies required for effective performance in a University e-learning environment Mitchell Parkes, Christine Reading, Sarah Stein Future direction for next generation Web Young B. Choi, Young Han Choe, Tae H Oh Tablets (iPad) for M-learning in the context of social constructivism to institute an effective learning environment Palmo Thinley, Shlomo Geva, James Reye PowerPoint: IT⊡s not yes or no, it⊡s when and how Lois A. Jordan, Raymond Papp Is Finnish higher education a model or a myth? The case study of Erasmus mobility from Italy to Finland Chiara Biasin HIGHLIGHT - PROSPETTIVE A brief outline about FADRIVE. A pattern to improve e-learning Danilo Ceccarelli Morolli PBL Working environment: an expert system for teachers, trainers and headmasters who want to understand and apply the Problem-Based Learning (PBL) pedagogy in their own classroom Susanna Correnti, Luca Angelo Galassi tuBEMATES project: towards a competitive European Higher Education Ilaria Reggiani Simulations and serious games for company businesses Paolo Francescone Learning: the way out Review of OECD (2013), Education at a Glance 2013: OECD Indicators, OECD Publishing. Lisa Reggiani Methodologies for Research-Creation Valentina Cisbani GUIDE Association: Conclusions from the VII International Conference, Guatemala Laura Ricci Upcoming Conferences: VIII GUIDE conference and V Seminar on Education and Communication, Aracaju, Brazil, 19-21 November 2014 New GUIDE Journal: Digital Universities. International best practices and applications CONTRIBUTORS GENERAL INDICATIONS FOR THE AUTHORS

Using Software in Qualitative Research is an essential introduction to the practice and principles of Computer Assisted Qualitative Data Analysis (CAQDAS), helping the reader choose the most appropriate package for their needs and to get the most out of the software once they are using it. This step-by-step book considers a wide range of tasks and processes, bringing them together to demystify qualitative software and encourage flexible and critical choices and uses of software in supporting analysis. The book can be read as a whole or by chapters, building on one another to provide a holistic sense of the analytic journey without advocating a particular sequential process. Accessible and comprehensive, Using Software in Qualitative Research provides a practical but analytically-grounded guide to thinking about and using software and will be an essential companion for any qualitative researcher.

This book contains an edited selection of the papers accepted for presentation and discussion at the first International Symposium on Qualitative Research (ISQR2016), held in Porto, Portugal, July 12th-14th, 2016. The book and the symposium features the four main application fields

Education, Health, Social Sciences and Engineering and Technology and seven main subjects: Rationale and Paradigms of Qualitative Research (theoretical studies, critical reflection about epistemological dimensions, ontological and axiological); Systematization of approaches with Qualitative Studies (literature review, integrating results, aggregation studies, meta -analysis, meta- analysis of qualitative meta- synthesis, meta- ethnography); Qualitative and Mixed Methods Research (emphasis in research processes that build on mixed methodologies but with priority to qualitative approaches); Data Analysis Types (content analysis , discourse analysis , thematic analysis , narrative analysis , etc.); Innovative processes of Qualitative Data Analysis (design analysis, articulation and triangulation of different sources of data ⬛ images, audio, video); Qualitative Research in Web Context (eResearch, virtual ethnography, interaction analysis , latent corpus on the internet, etc.); Qualitative Analysis with Support of Specific Software (usability studies, user experience, the impact of software on the quality of research. This book constitutes the refereed proceedings of the 15th International Conference on Artificial Intelligence in Education, AIED 2011, held in Auckland, New Zealand in June/July 2011. The 49 revised full papers presented together with three invited talks and extended abstracts of poster presentations, young researchers contributions and interactive systems reports and workshop reports were carefully reviewed and selected from a total of 193 submissions. The papers report on technical advances in and cross-fertilization of approaches and ideas from the many topical areas that make up this highly interdisciplinary field of research and development including artificial intelligence, agent technology, computer science, cognitive and learning sciences, education, educational technology, game design, psychology, philosophy, sociology, anthropology and linguistics.

Übersicht, systematischer Vergleich und praktische Analyse

Research Methods in Second Language Acquisition

Rivista internazionale di ricerca sul futuro digitale

Second International Symposium on Qualitative Research (ISQR 2017)

Adaptation and Resistance

Métodos de Pesquisa

Conducting research into crime and criminal justice carries unique challenges. This Handbook focuses on the application of 'methods' to address the core substantive questions that currently motivate contemporary criminological research. It maps a canon of methods that are more elaborated than in most other fields of social science, and the intellectual terrain of research problems with which criminologists are routinely confronted. Drawing on exemplary studies, chapters in each section illustrate the techniques (qualitative and quantitative) that are commonly applied in empirical studies, as well as the logic of criminological enquiry. Organized into five sections, each prefaced by an editorial introduction, the Handbook covers: • Crime and Criminals • Contextualizing Crimes in Space and Time: Networks, Communities and Culture • Perceptual Dimensions of Crime • Criminal Justice Systems: Organizations and Institutions • Preventing Crime and Improving Justice Edited by leaders in the field of criminological research, and with contributions from internationally renowned experts, The SAGE Handbook of Criminological Research Methods is set to become the definitive resource for postgraduates, researchers and academics in criminology, criminal justice, policing, law, and sociology. David Gadd is

Professor of Criminology at Manchester University School of Law where he is also Director of the Centre for Criminology and Criminal Justice. Susanne Karstedt has a Chair in Criminology and Criminological Justice at the University of Leeds. Steven F. Messner is Distinguished Teaching Professor of Sociology, University at Albany, State University of New York. The last few centuries have seen paper-based documents and manuscript signatures dominate the way businesses enter into a contractual relationship with each other. With the advent of Internet, replacing paper-based contracts with B2B electronic contracts is a possibility. However, an appropriate technology and an enabling legislation are crucial for this change to happen. On the technology front this feature has the potential to enable business executives to sit in front of their computer and sign multi-million dollar deals by using their electronic signatures. On the legal front various pieces of legislation have been enacted and policies developed at both national and international levels to give legal recognition to such type of contracts. This book presents the findings of an empirical study on large public listed Australian companies that examined businesses' perception towards the use of electronic signatures in B2B contracts. Essentially, it identifies six key factors that create a disincentive to businesses to move from the practice of paper- based signatures to the new technology of electronic signatures. This book offers legal practitioners, academics and businesses insights into issues associated with the use of electronic signatures and suggests a number of measures to promote its usage in B2B contracts. Lecturers/instructors only - request a free digital inspection copy here This straightforward, jargon-free book provides an invaluable introduction to planning and conducting qualitative data analysis with NVivo. Written by leading authorities, with over 40 years combined experience in computer-assisted analysis of qualitative and mixed-mode data, the new edition of this best selling textbook is an ideal mix of practical instruction, methodology and real world examples. Practical, clear and focused the book effectively shows how NVivo software can accommodate and assist analysis across a wide range of research questions, data types, perspectives and methodologies. It sets out: The power and flexibility of the NVivo software How best to use NVivo at each stage in your research project Examples from the authors' own research and the sample data that accompanies the software, supplemented with vignettes drawn from across the social sciences Annotated screen shots A website with links to data, sample projects, supplementary/updated instructions, and SAGE journal content This second edition contains new chapters on handling a literature review, visualizing data, working in mixed methods and social media datasets, and approaching NVivo as a team. An insightful step-by-step guide to the messy reality of doing computer-assisted analysis, this successful book is essential reading for anyone considering using NVivo software. The 12th edition of Research Methodology in Strategy and Management explores cutting-edge methodological approaches to the study of organizations, managers, and strategy, and provides 'how to' guides to apply these approaches.

The SAGE Handbook of Visual Research Methods
Evidence from Australia
A Step-by-Step Guide
ECRM 2013
Qualitative Data Analysis
Theory, Politics, and Methods

Buku digital ini berjudul "Metode Kebijakan Peka-Konteks", merupakan buku yang berisi tentang "Analisis Kebijakan Publik" yang dapat memberikan tambahan wawasan pengetahuan dan pencerahan bagi pembaca. Semangat untuk berbagi terutama dalam literasi khazanah pengetahuan sosial dan politik yang mendasari penerbit menghadirkan konten-konten di buku digital ini. Penerbit berdoa semoga buku digital yang diterbitkan ini bisa bermanfaat dan menjadi bahan pembelajaran serta panduan bagi siapapun juga.

Now in its Fifth Edition, this much-loved text offers theoretical and philosophical depth as well as insights into practice. The text covers the entire research process in an accessible way and provides critical, thoughtful treatment of important issues like ethics and politics, making it an invaluable companion for any business and management student New to the Fifth Edition: Expanded to include examples from across business and management including Marketing, International Business and Psychology Up-to-date, international examples and cases from a range of countries Introductory chapter looks at writing proposals in detail Chapter on the literature review now includes how to critically review Move towards new technologies and social media including discussion of wikis and cloud sourcing Improved structure and flow, with three chapters on qualitative methods and three on quantitative methods Additional practical exercises which are linked to key research tasks throughout The companion website (https://edge.sagepub.com/easterbysmith) offers a wealth of resources for both lecturers and students including, for lecturers, an instructor's manual and PowerPoint slides and, for students, author podcasts, journal articles, web links, MCQs, datasets and a glossary.

The study of public policy and the methods of policy analysis are among the most rapidly developing areas in the social sciences. Policy analysis has emerged to provide a better understanding of the policymaking process and to supply decision makers with reliable policy-relevant knowledge about pressing economic and social problems. Presenting a broad, comprehensive perspective, the Handbook of Public Policy Analysis: Theory, Politics, and Methods covers the historical development of policy analysis, its role in the policy process, and empirical methods. The handbook considers the theory generated by these methods and the normative and ethical issues surrounding their practice. Written by leading experts in the field, this book- Deals with the basic origins and evolution of public policy Examines the stages of the policy-making process Identifies political advocacy and expertise in the policy process Focuses on rationality in policy decision-making and the role of policy networks and learning Details argumentation, rhetoric, and narratives Explores the comparative, cultural, and ethical aspects of public policy Explains primary quantitative-oriented analytical methods employed in policy research Addresses the qualitative sides of policy analysis Discusses tools used to refine policy choices Traces the development of policy analysis in selected national contexts The Handbook of Public Policy Analysis: Theory, Politics, and Methods describes the theoretical debates that have recently defined the field, including the work of

postpositivist, interpretivist, and social constructionist scholars. This book also explores the interplay between empirical and normative analysis, a crucial issue running through contemporary debates.

Discourse, Dialogue and Technology Enhanced Learning is invaluable to all those wanting to explore how dialogic processes work and how we facilitate them. Dialogue is an important learning tool and it is by understanding how language affects us and how we use language to encourage, empathise, inquire, argue and persuade that we come closer to understanding processes of change in ourselves and our society. Most researchers in Education will find themselves interpreting some form of data in the form of words; whether these words be explanations, conversations, narrations, reflections, debates or interviews and whether they are conducted through digital media or face-to-face. Discourse, textual or spoken, is therefore central to researching education. Each chapter focuses on the ways in which alternative levels of discourse analysis provide tools for the researcher, enabling insights into the way language works in learning, teaching practice and wider society. Drawing on the author's own ⊡DISCOUNT⊡ discourse analysis coding scheme and including a wide range of dialogue examples, this book covers: Why Dialogue? The Role of Dialogue in Education. Debate: Learning to Argue and Arguing to Learn Towards Meaning-Making: Inquiry, Narrative and Experience The Role of the Significant Other: Facilitation, Scaffolding and Mediation Inclusion, Collaboration and Community Media, Mode and Digital Literacy Researching Voices and Texts Discourse, Dialogue and Technology Enhanced Learning will be an essential resource for all students, educators and educational researchers who have an interest in the role of discourse in educational contexts.

Artificial Intelligence in Education

Academic Units in a Complex, Changing World

Corpus Analysis in Academic Discourse

The SAGE Handbook of Criminological Research Methods

Advancing Methodological Thought and Practice

Electronic Signatures for B2B Contracts

'Ethnography for Market Research' provides a comprehensive step-by-step guide for planning and executing consumer studies that lead to innovations in products, services, and communications.

Qualitative Data Analysis with ATLAS.ti is the very first book designed to guide you step-by-step through your research project using ATLAS.ti. In the book, you will find clear, practical advice on preparing your data, setting up a new project in ATLAS.ti, developing a coding system, asking questions, finding answers and preparing your results. The book features: - methodological as well as technical advice - numerous practical exercises and examples - screenshots showing you each

stage of analysis - a companion website with online tutorials and data sets Susanne Friese teaches qualitative methods at the University of Hanover and at various PhD schools, provides training and consultancy for ATLAS.ti at the intersection between developers and users.

This handbook provides a comprehensive overview of state-of-the-art, innovative approaches to qualitative research for organizational scholars. Individual chapters in each area are written by experts in a variety of fields, who have contributed some of the most innovative studies themselves in recent years. An indispensable reference guide to anyone conducting high-impact organizational research, this handbook includes innovative approaches to research problems, data collection, data analysis and interpretation, and application of research findings. The book will be of interest to scholars and graduate students in a wide variety of disciplines, including anthropology, organizational behavior, organizational theory, social psychology, and sociology

Political Research: Methods and Practical Skills, the market leading textbook in political research methods, is essential reading for students taking a module in research methods as part of a politics or international relations degree. Its accessible, step-by-step approach covers the entire research methods process, equipping students with the necessary skills to successfully conduct their own independent study and research. With coverage of both quantitative and qualitative methods, the book begins by guiding readers on how to come up with a research question, and leads the reader right through to writing up a final report. The book also includes chapters on theory, methodology, and the philosophy of social science, which are fully revised for the third edition to include up-to-date 'real world' examples, such as Gerber and Green's survey on political attitudes or Wantchekon's study on clientelism in Benin. These sections help students to understand essential debates around research methods, as well as sharing practical guidance. The easy to understand language and straightforward approach of Political Research: Methods and Practical Skills help students get to grips with particularly complex topics relating to epistemological, ontological and mythological research, and quantitative questions such as 'what is data?'. The third edition reflects key areas of development in the field, such as the increased importance of ethics, and changes in digital research. The book is also enhanced with a range of engaging learning features including chapter summaries, end-of-chapter conclusions and questions, and a guide to further reading, created to reinforce students' understanding of research methods and further explore specific approaches to research.

Using Software in Qualitative Research
Management Research
Choosing Among Five Approaches
Using NVIVO in Qualitative Research

Qualitative and Mixed Methods in Public Health
Qualitative Inquiry and Research Design

Research Methods in Second Language Acquisition: A Practical Guideis an informative guide to research design and methodology for graduate students and scholars. Each chapter of this volume offers background, step-by-step guidance, and relevant studies to create comprehensive coverage of each method. Includes chapters by expert scholars on an array of topics, including second language writing and reading, meta-analyses, research replication, qualitative data collection and analysis, and more Includes feature boxes in each chapter highlighting relevant research studies, discussion questions and suggested further readings Utilizes research methods and tools from varied fields of study including education, linguistics, psychology, and sociology

Complete proceedings of the 13th European Conference on Research Methodology for Business and Management Studies ECRM 2013 PRINT version Published by Academic Conferences and Publishing International Limited. Inhaltsangabe:Zusammenfassung: Im Bereich wissenschaftlicher Forschung finden verschiedene Methoden der Datenerhebung Anwendung. Es wird zwischen quantitativer, qualitativer oder kombinierter (qualitativ-quantitativer) Forschung unterschieden. Die Analyse von qualitativen Daten, also Daten die aus kombinierter oder rein qualitativer Forschung entstanden sind, kann händisch oder mittels Computerunterstützung erfolgen. Diese Arbeit stellt Software zur qualitativen, computerunterstützten Auswertung von Text- und Videomaterial in der empirischen Marketingforschung übersichtlich dar und vergleicht diese systematisch. Qualitativer Forschung liegt umfangreiches Datenmaterial zugrunde. Dieses Material zu verwalten und auch einzelne Analyseschritte zu vereinfachen ist das Ziel von CAQDAS (computer assisted qualitative data analysis software). ForscherInnen stehen einem unübersichtlichen Markt dieser Programme gegenüber, dessen Komplexität einen effizienten Produktvergleich behindert. Aufgrund dieser Gegebenheiten muss sich der potentielle Anwender im eigenen Interesse mit der Thematik der computerunterstützten Datenanalyse intensiv auseinandersetzen. Hierbei ist nicht nur die Auswahl eines geeigneten Programms essentiell sondern auch die Frage, ob ein solches Programm überhaupt zum Einsatz kommen sollte. Mit dem Ziel ein Produktranking zu erstellen wurde eine empirische Untersuchung mit qualitativen ForscherInnen durchgeführt. Eine Reihung anhand der empirisch erhobenen Anforderungskriterien ergab die Identifizierung von NVivo 2 als führendes Programm. Im Rahmen der Analyse eines typisch qualitativen Datensatzes konnte festgestellt werden, dass die Arbeitsweise mit NVivo 2 einfacher, strukturierter und flexibler als die händische qualitative Datenauswertung erfolgt. Aufgrund dieser methodischen Vorteile konnte mehr Datenmaterial analysiert und ein theoretisches Modell beschrieben werden. Nichts desto trotz muss immer im Hinterkopf behalten werden, dass ausschließlich mechanische

Tätigkeiten, wie zum Beispiel das Codieren, erleichtert werden. Die menschliche Kreativität ist nach wie vor essentiell um beispielsweise das Kategorienschema zu entwickeln und zu verfeinern. Im Bereich der qualitativen Datenanalysesoftware wurde Entwicklungspotential aufgezeigt, das bestehende Nachteile der Programme ausmerzen und Vorteile der Software weiter entwickeln sollte. Inhaltsverzeichnis:Inhaltsverzeichnis: 1.EINFÜHRUNG1 1.1PROBLEMHINTERGRUND1 1.2ABLEITUNG DER [...]

From getting started to completing your research project, this book provides a practical guide to using QSR NVivo. Written in clear language, it contains six tutorials to use with your own data. Much more than a manual, the book offers advice with each section, addressing a range of research approaches and priorities. Each chapter starts with an overview and includes tips on design issues and ways of flexibly managing your project. The CD-ROM that orignally accompanied this book and its contents are no longer available. For more details on the latest versions of the QSR NVivo software please visit https://www.qsrinternational.com/

Concepts, Methodologies, Tools, and Applications
Business Intelligence: Concepts, Methodologies, Tools, and Applications
Research Methods in Anthropology
Doing Educational Research
Computer Supported Qualitative Research
Qualitative Data Analysis with ATLAS.ti

Designed to meet the needs of public health students, practitioners, and researchers, this exciting and contemporary new text from the author of Qualitative Methods in Social Work Research, Second Edition offers a firm grounding in qualitative and mixed methods, including their social science roots and public health applications. It uniquely addresses two profound changes taking place in public health in the 21st century: the explosion of interest in global public health, and the growing reliance on community-engaged research methods. The author brings public health to life through the use of real-world case studies drawn from the author's funded research projects in breast cancer screening as well as homelessness and mental illness.

Brand Equity Planning with Structuralist Rhetorical Semiotics furnishes an innovative conceptual model and methodology for brand equity planning, with view to addressing a crucial gap in the existing marketing and semiotic literatures concerning how advertising multimodal textual elements may be transformed into brand associations, with an emphasis on rhetorical relata as modes of connectivity between a brand's surface and depth grammar. The scope of this project is inter-disciplinary, spanning research areas such as brand equity, structuralist semiotics, textual semiotics, visual and film semiotics, multimodal rhetoric, Film theory, psychoanalysis. The proposed connectionist model of the

brand trajectory of signification is operationalized through a methodological framework that encompasses a structuralist semiotic interpretative approach to the textual formation of brand equity, supported by quantitative content analysis with the aid of the software Atlas.ti and the application of multivariate mapping techniques.

Winner of the 2018 Textbook & Academic Authors Association?s The McGuffey Longevity Award In the revised Fourth Edition of the best-selling text, John W. Creswell and new co-author Cheryl N. Poth explore the philosophical underpinnings, history, and key elements of five qualitative inquiry approaches: narrative research, phenomenology, grounded theory, ethnography, and case study. Preserving Creswell?s signature writing style, the authors compare the approaches and relate research designs to each of the traditions of inquiry in a highly accessible manner. Featuring new content, articles, pedagogy, references, and expanded coverage of ethics throughout, the Fourth Edition is an ideal introduction to the theories, strategies, and practices of qualitative inquiry. Learn more about John W. Creswell?s qualitative research and mixed methods research titles as well as his 2017 spring/summer mixed methods research workshops! Available with Perusall—an eBook that makes it easier to prepare for class Perusall is an award-winning eBook platform featuring social annotation tools that allow students and instructors to collaboratively mark up and discuss their SAGE textbook. Backed by research and supported by technological innovations developed at Harvard University, this process of learning through collaborative annotation keeps your students engaged and makes teaching easier and more effective. Learn more.

This book captures the state of the art in visual research. Margolis and Pauwels have brought together, in one volume, a unique survey of the field of visual research that will be essential reading for scholars and students across the social sciences, arts and humanities. The SAGE Handbook of Visual Research Methods encompasses the breadth and depth of the field, and points the way to future research possibilities. It illustrates ?cutting edge? as well as long-standing and recognized practices. This book is not only ?about? research, it is also an example of the way that the visual can be incorporated into data collection and the presentation of research findings. Chapters describe a methodology or analytical framework, its strengths and limitations, possible fields of application and practical guidelines on how to apply the method or technique. The Handbook is organized into seven main sections: - Framing the Field of Visual Research - Producing Visual Data and Insight - Participatory and Subject-Centered Approaches - Analytical Frameworks and Approaches - Visualization Technologies and Practices - Moving Beyond the Visual - Options and Issues for Using and Presenting Visual Research. Eric Margolis is an Associate Professor in the Hugh Downs School of Human Communication. He is President of the International Visual Sociology Association. Luc Pauwels is Professor of Visual Culture at the University of Antwerp. He is Chair of the Visual Communication Studies Division of the ICA and Vice-President of the International Visual Sociology Association (IVSA).

FormaMente n. 1-2/2014

Methods and Practical Skills
Ethnography for Marketers
ECRM2013-Proceedings of the 12th European Conference on Research Methods
Brand Equity Planning with Structuralist Rhetorical Semiotics
4th European Conference on Technology Enhanced Learning, EC-TEL 2009 Nice, France, September 29--October 2, 2009 Proceedings

Cognitive interviewing, based on the self-report methods of Ericsson and Simon, is a key form of qualitative research that has developed over the past thirty years. The primary objective of cognitive interviewing, also known as cognitive testing, is to understand the cognitive mechanisms underlying the survey-response process. An equally important aim is contributing to the development of best practices for writing survey questions that are well understood and that produce low levels of response error. In particular, an important applied objective is the evaluation of a particular set of questions, items, or other materials under development by questionnaire designers, to determine means for rewording, reordering, or reconceptualizing. Hence, as well as providing an empirical, psychologically oriented framework for the general study of questionnaire design, cognitive interviewing has been adopted as a 'production' mechanism for the improvement of a wide variety of survey questions, whether factual, behavioral, or attitudinal in nature. As with other methods that rely on qualitative data, cognitive interviewing has increasingly been criticized for being lax in the critical area of the development of systematic methods for data reduction, analysis, and reporting of results. Practitioners tend to conduct cognitive interviewing in varying ways, and the data coding and compilation activities undertaken are often nonstandardized and poorly described. There is a considerable need for further development--and documentation--relating not only to a description of this variation but also to providing a set of recommendations for minimal standards, if not best practices. The proposed volume endeavors to address this clear omission. As clocks struck midnight on the 31st December 2009 announcing the dawn of a new decade, amidst the jubilation of a new beginning we paused momentarily to re?ect on the decade that had just past. It was a dif?cult era for many people and organisations. Many were affected by war, terrorism, famine, ?re and tsunamis. First-world citizens enjoyed opportunities to relax in a technologically driven n- vana. People on streets, trains and planes from London, Tokyo to New York sported the white ear buds of iPhones as de rigueur adornments. The pace and intensity of

our lives now seems to run at warp speed, we rush from appointment to appoi- ment swigging vitamin-enhanced mineral water obsessing about ?uctuations in our body mass index and the Dow Jones index in equal measure. Yet as individuals we can choose to accept or reject some of these changes. Those with suf?cient ma- rial resources can cocoon themselves in high-security fortress homes or relocate to safer, more tranquil environs, or even redesign themselves with the aid of Botox and a skilled plastic surgeon. Yet some organisations do not have the luxury of volition, they cannot choose whether to accept or reject the affects of environmental changes. A type of organisation that has found itself situated in environments that are increasingly complex and turbulent are academic units (departments, schools and faculties) in many publicly funded universities around the globe.

Data analysis is an important part of modern business administration, as efficient compilation of information allows managers and business leaders to make the best decisions for the financial solvency of their organizations. Understanding the use of analytics, reporting, and data mining in everyday business environments is imperative to the success of modern businesses. Business Intelligence: Concepts, Methodologies, Tools, and Applications presents a comprehensive examination of business data analytics along with case studies and practical applications for businesses in a variety of fields and corporate arenas. Focusing on topics and issues such as critical success factors, technology adaptation, agile development approaches, fuzzy logic tools, and best practices in business process management, this multivolume reference is of particular use to business analysts, investors, corporate managers, and entrepreneurs in a variety of prominent industries.

Computer Supported Qualitative ResearchSecond International Symposium on Qualitative Research (ISQR 2017)Springer

Learning in the Synergy of Multiple Disciplines

Discourse, Dialogue and Technology Enhanced Learning

Qualitative Data Analysis with NVivo

A Guide to Consumer Immersion

Innovative Pathways and Methods

Software zur qualitativen Auswertung von Text- und Videomaterial in der empirischen Marktforschung

Qualitative synthesis within the family of systematic reviews meets an urgent need to use knowledge derived from

qualitative studies to inform practice, research, and policy. Despite the contingent nature of evidence gleaned from synthesis of qualitative studies, systematic synthesis is an important technique and, used judiciously, can deepen understanding of the contextual dimensions that emerge from qualitative research. This pocket guide presents an overview for planning, developing, and implementing qualitative synthesis within existing protocols and guidelines for conducting systematic reviews. The authors also explore methodological challenges, including: the philosophical tensions of integrating qualitative synthesis within the family of systematic reviews; the balance of comprehensive and iterative information retrieval strategies to locate and screen qualitative research; the use of appraisal tools to assess quality of qualitative studies; the various approaches to synthesize qualitative studies, including interpretive, integrated, and aggregative; and the tensions between the generalizability and transferability of findings that emerge from qualitative synthesis. Social work researchers, educators, and doctoral students who are interested in systematic reviews will find the step-by-step format of this book invaluable for conducting their reviews, both in the form of rapid evidence assessments and in high-quality critical reviews.

Doing Educational Research offers a hands-on guide for students engaged in educational research. It provides a comprehensive and accessible introduction to the key qualitative and quantitative methods necessary for those commencing research for the first-time.

This collection sheds light on the ways in which corpus linguistics and the use of learner corpora might be applied to the study of academic discourse, revealing linguistic and rhetorical patterns and insights into variation across a range of disciplinary genres. Organized into three sections, the book highlights key tools and methodologies in corpus analysis to study such features as discourse markers, lexical bundles, linguistic complexity, lexico-grammatical conventions, and modality in case studies in studies of academic discourse, both in a second language and in English for specific purposes. The volume features examples from disciplinary genres not often covered in the existing literature, including MA theses, academic book reviews, and online student forums. Taken together with the study of learner corpora, the book demonstrates the impact of corpus linguistic tools in better understanding linguistic patterns of specific languages and language use and in turn, their role in helping to identify the needs of language learners. The book will be of interest to students and scholars in corpus linguistics, applied linguistics, and English for Specific Purposes.

Academic Discourse and Learner Corpora

Innovative Methods and Technologies for Electronic Discourse Analysis

Handbook of Qualitative Organizational Research

Development of a Culturally Appropriate Health-related Quality of Life Measure for HIV-infected Children in Thailand