

Reading list for Methods in Social Sciences (SMMX21), 15 credits

The reading list was approved by the Board of the Department of Service Management and Service Studies 2022-11-16.

The reading list is valid from 2023-01-16.

- Best, Joel. (2012). *Damned Lies and Statistics: Untangling Numbers from the Media, Politicians, and Activists*. Berkeley: California University Press. [206 p. ISBN 0-520-21978-3].
- Brosnan, Kylie, Babakhani, Nazila, & Dolnicar, Sara. (2019). "I Know What You're Going to Ask Me". Why Respondents Don't Read Survey Questions. *International Journal of Market Research* 61(4): pp. 366-379.
- Bryman, Alan. (2016, fifth ed.). *Social Research Methods*. Oxford: Oxford University Press. [p. 1-182, 611-625, total 207 p. ISBN 9780199689453].
- Flick, Uwe. (2018). *An Introduction to Qualitative Research*. London: Sage. [587 p. ISBN 9781446267790].
- Flyvbjerg, Bent. (2006). Five Misunderstandings about Case-Study Research. *Qualitative Inquiry* 12(2): pp. 219-245.
- Kozinets, Robert V. (2002) The Fields Behind the Screen: Using Netnography for Marketing Research. in Online Communities. *Journal of Marketing Research* 39(1): pp. 61-72.
- Mieli, Micol. (2022). Experience Sampling Method in a Qualitative Study of Tourists' Smartphone Use. In Fevzi Okumus, & S.M. Rasoolimanesh, S. M. (red.). *Contemporary Research Methods in Hospitality and Tourism*. Emerald Publishing Limited, pp. 175-188.
- Rennstam, Jens, & Wästerfors, David. (2018). *Analyze!* Lund: Studentlitteratur. [205 p. ISBN 9789144127057]
- Rose, Gillian. (2012). *Visual Methodologies: an Introduction to Researching with Visual Materials*. London: Sage. [102 p. Chap. 1, 2, 5 & 8. ISBN 9780857028884]
- Schnabel, Landon. (2022). Survey Experiments. In S. Engler & M. Stausberg (eds.) *The Routledge Handbook in the Study of Religion*. Routledge, chap. 3 & 7.
- Wagner, William, E. & Gillespie, B. (2019). *Using and Interpreting Statistics in the Social, Behavioral, and Health Sciences*. Thousand Oaks, CA: SAGE Publications, Inc. [232 p. ISBN 9781544321110] Doi: 10.4135/9781071814284.
- Zillinger, Malin (kommande). "Why not study what tourists actually do, instead of asking them what they think they do?" A call for more experiments in tourism and hospitality research. In Shiva Jahani Seyyed, Mostafa Rasoolimanesh, & Fevzi Okumus (eds.). *Cutting Edge Research Methods in Hospitality and Tourism*. Emerald.

Total amount of pages: approx. 1 700