

Reading list for Methods in Social Sciences, 15 credits (SMMR21)

The reading list was approved by the Board of the Department of Service Management and Service Studies 11 November 2014, revised 17 November 2017.

The reading list is valid from 1 January 2018.

- Aron, Arthur, Aron, Elaine, & Coups, Elliot J. (2010). *Statistics for the Behavioral and Social Sciences. A Brief Course*. Harlow: Pearson. [477 pp. ISBN 9780205008605].
- Best, Joel (2012). *Damned Lies and Statistics: Untangling Numbers from the Media, Politicians, and Activists*. Berkeley: California University Press. [206 pp. ISBN 978-0-520-95351-2] Available as electronic resource
- Bryman, Alan (2012 or newer). *Social research methods*. Oxford: Oxford University Press. [Chapter 7 & 26. 33 pp. ISBN 978-0-19-958805-3]
- Dolnicar, Sara (2013). Asking Good Survey Questions. *Foundations in Tourism Research* 52(5), 551-574
- Flyvbjerg, Bent (2006). Five misunderstandings about case-study research. *Qualitative Inquiry* 12(2), 219-245.
- Golafshani, Nahid (2003) Understanding reliability and validity in qualitative research. *The Qualitative Report* 8(4), 597-607.
- Kozinets, Robert V. (2002). The fields behind the screen: using netnography for marketing research in online communities. *Journal of Marketing Research* 39(1), 61-72.
- Kozinets, Robert V. (2010). *Netnography. The marketer's secret weapon*. <http://info.netbase.com/wp-netnography.html?o=direct> .
- Lincoln, Yvonna S. (1995). Emerging criteria for quality in qualitative and interpretive research. *Qualitative Inquiry* 1(3), 275-289.
- Logan, Ashleigh (2015). Netnography: observing and interacting with celebrity in the digital world. *Celebrity Studies* 6(3), 378-381.
- May, Tim (2011). *Social research, issues, methods and process*. Maidenhead: Open University Press. [332 pp. ISBN 9780335235674]. Available as electronic resource
- Pallant, Julie. (2013). *SPSS survival manual: a step by step guide to data analysis using SPSS for Windows*. Maidenhead: Open University Press [334 pp. ISBN 0335223664].
- Rose, Gillian (2012). *Visual methodologies: an introduction to researching with visual materials*. London: SAGE. [selected chapters:1, 2, 5, 8, 9, 11, 13. 200 pp. ISBN 9780857028884]
- Silverman, David (2013). *Doing Qualitative Research*. London: SAGE. [Chapters 1-17; 20; 338 pp. ISBN 978-1-4462-6015-9]
- Yin, Robert K (2013). Validity and generalization in future case study evaluations, *Evaluation* 19 (3), 321-332.

Total amount of pages: Approx.: 1950