

TABLE OF CONTENTS

Acknowledgments

List of Figures

1. Introduction

- Aims & Objectives
- Who Should Read This Book
- Using this Book in Context
- What is *academic* research?
- On Divides Real & Imagined
- Key Concepts and their various uses
- Chapter Organization

PART I – Divides & Designs

2. Putting Research into Perspective

- Introduction
- Key Elements of a Research Project
- Looking Ahead: Milestones, Destinations, & Expectations
 - What is a Dissertation/Thesis?
 - What is a Research Proposal/Outline?
- What is Originality?
- Getting Started - Deciding a Topic
- Theory and Method - Of Carts and Horses
- Concluding Comments

3. Research in Practice: First Steps in Project Design

- Introduction
- Main Stages in a Research Project
- Work-Plans & Proposals
- From Research Topic to *Research Question* or *Hypothesis*
- On Science, Worldviews, and other Brainteasers
- Other Practical Matters
 - Recognizing and Setting Your Limits
 - Research Ethics and Codes of Practice: More than ticking boxes
 - The Supervisory Relationship
- Methodological Coping Strategies - Plotting a Course
- Concluding Comments

4. The Politics of Research: Living with Your Choices

- Introduction
- Doing Research Today: Location, Location, Location
- Literature Searches and the *Literature Review*
- Historical & Philosophical Note
- Purpose and Categories of literature reviews
- Practicalities
 - Pitfalls
 - Rules of Thumb
 - Process & Product
 - Finding the literature; the web or library?
- Sources & Resources that matter
 - Acknowledging Sources
 - What is plagiarism?
- Research Communities & (Multiple) Disciplinary Identities
- Concluding Comments

5. Internet Research Skills & Online Research

- Introduction
- Setting the record straight
- Back the Future: A Quick Prequel
- The Internet as resource
- Online data-gathering & analysis & Digital Tools
- **Online Research: Fields, Relationships, Ethics**
- Web-Analysis: Sites, maps, and hypertexts
- Summing up

PART II – Coping & Communicating

6. Doing Research - Gathering Data

- Preamble: Introduction to Part Two
- Chapter Aims and Organization
- Data-Gathering Techniques - Review
- Surveys & Questionnaires
- Interviews
- Focus Groups
- Ethnographic Fieldwork & Participant-Observation
- Summing Up - Repositioning the Divide

7. Doing Research - Analysing Findings

- Introduction
- What is *analysis*?
- Working with Texts
 - Content Analysis
 - Textual/Visual Analysis
 - Discourse Analysis
 - Deductive and Inductive Paths to Knowledge
- *Behaviouralism* & its Discontents
- Data-Analysis as Process and Product
- Concluding Comments

8. Writing it All Up and Going Public

- Introduction
- What is *academic* writing?
- Writing Formalities - Citation & Styles Guides
- Feedback - Examinations & Going Public
- Procrastination and Prevarications
- Coping and Moving On - Creatively
- Revising and Editing – what to look for
- The Final Cut - What to remember

9. In Conclusion

- Reappraising Divides Imagined and Real
- To the Exit and Afterlife of a Research Project

Literature List

Appendices

Glossary