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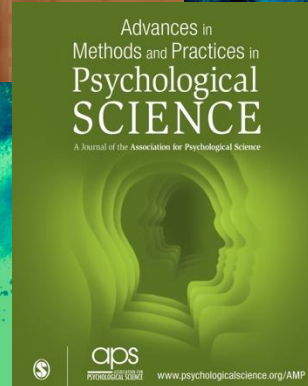
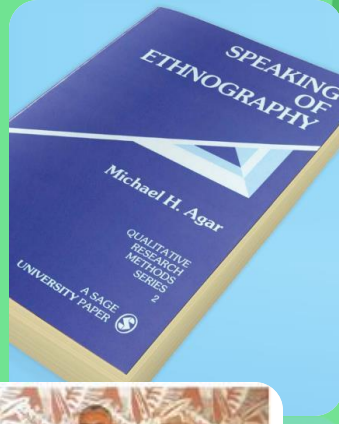
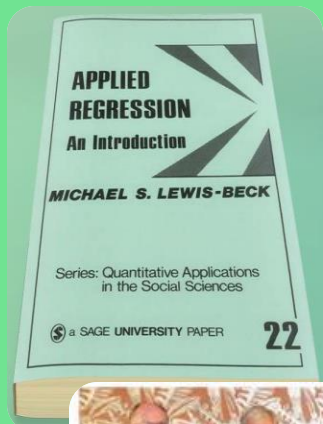
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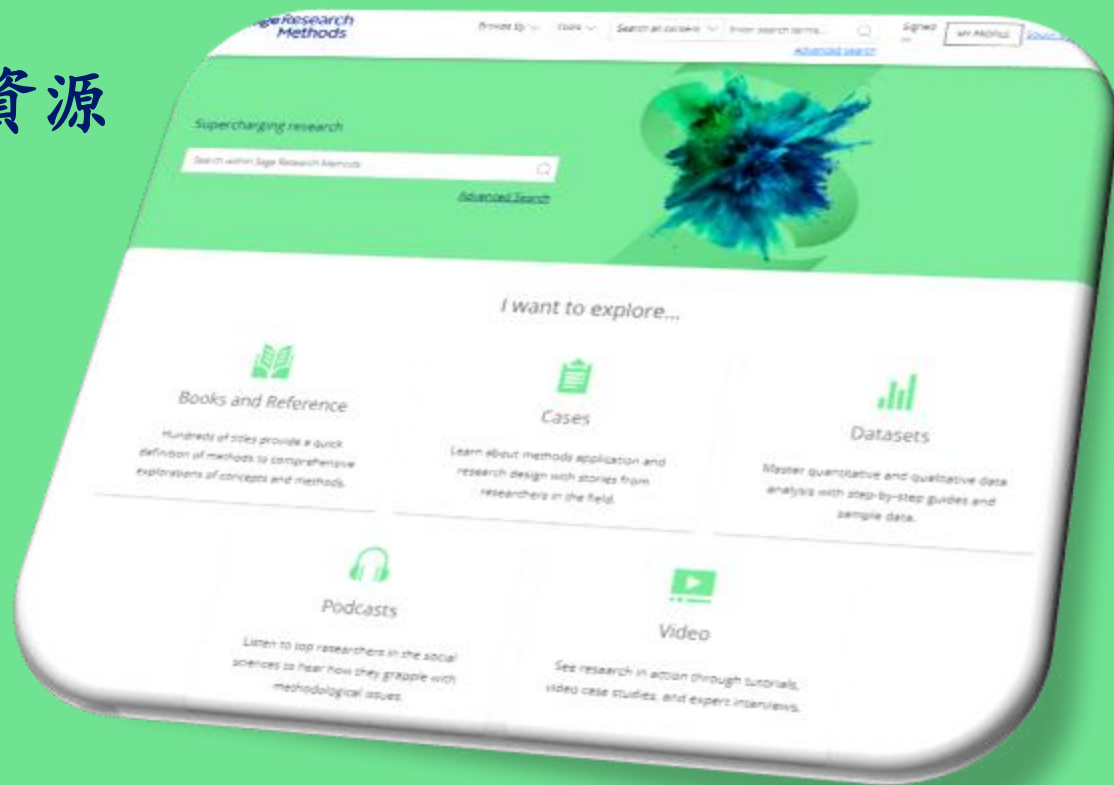


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Thousand Oaks, CA : SAGE Publications; Began in 2011.; 2011-
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SAGE Research Methods is a tool created to help researchers, faculty and students with their research projects. Users can explore methods concepts to help them design research projects, understand particular methods or identify a new method, conduct their research, and write up their findings. Since SAGE Research Methods focuses on methodology rather than disciplines, it can be used across the social sciences, health sciences, and other areas of research.
SAGE推出的線上學術研究方法產品 - 適合從事研究的研究員、教職人員和學生。SRM所彙結的研究方法術語詞彙高達1,400多則，資料來源種類繁多。只要簡單的搜尋動作，就能從精挑細選的研究方法書籍、期刊、參考資料中找到結果。SRM能在協助研究員、教職人員和學生的摸索、發現、選擇、理解過程中，解答研究方法和研究設計的相關問題。

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Thousand Oaks, Calif. : SAGE Publications
Title from search screen (viewed Sept. 3, 2013).
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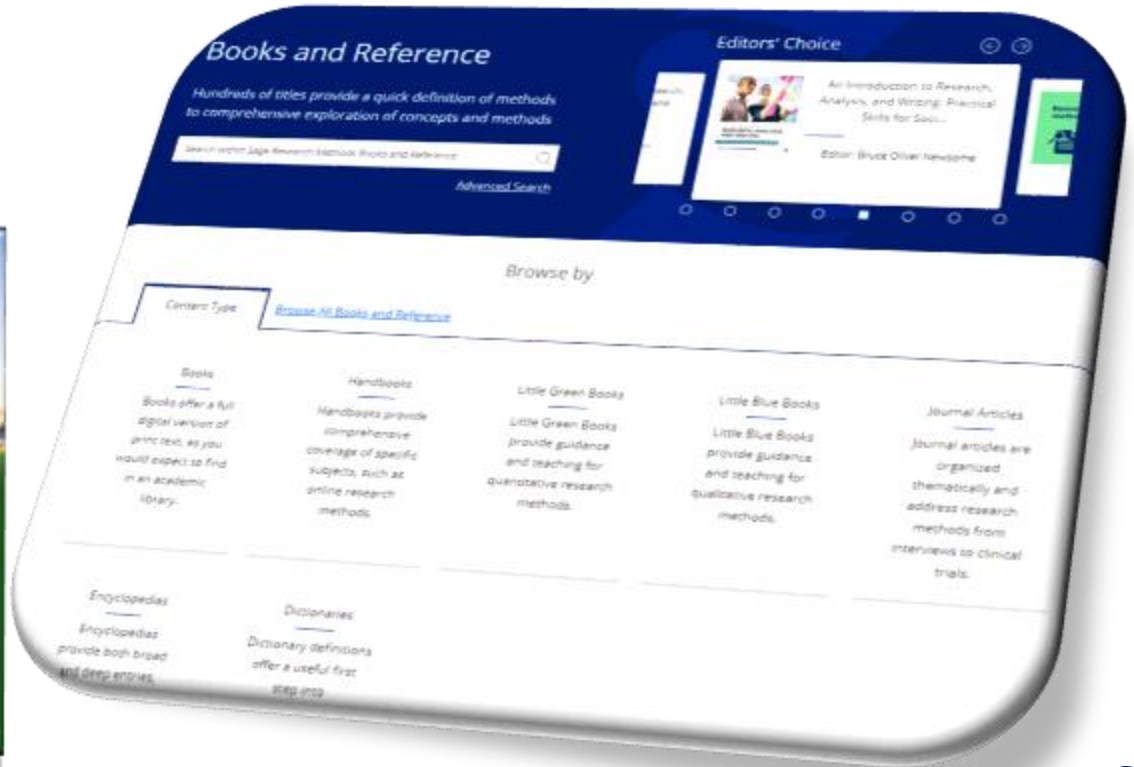
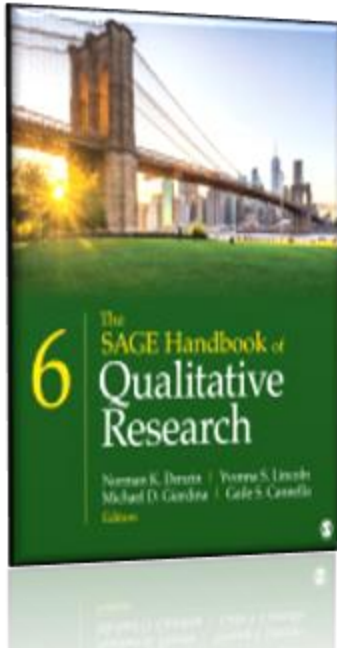


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Editors' Choice

Research Methods
SAGE

A Mathematical Primer for Social Statistics Second Edition
Author: John Fox Fox

Analyzing Qualitative Information

Focus Group
 In: *The SAGE Dictionary of Qualitative Management Research*

Focus groups
 By: ROGER O'SULLIVAN
 In: *The A-Z of Social Research*

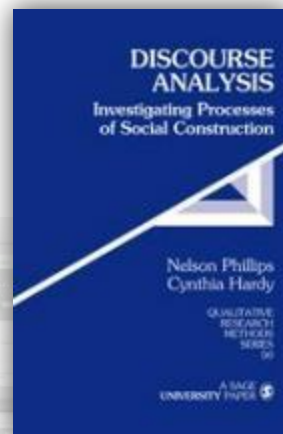
Focus Group
 By: David L. Morgan
 In: *The SAGE Dictionary of Social Research Methods*
 Edited by: Victor Jupp

Definition

A method for collecting qualitative data through a group interview on a topic chosen by the researcher. A focus group typically consists of a tape-recorded discussion among six to eight participants who are interviewed by a moderator.

A focus group is a form of qualitative research conducted in a group interview format. The focus group typically consists of a group of participants and a researcher who serves as the moderator for discussions among the group members. In focus groups, there is not always the usual exchange of questions and answers between the researcher and the group that one would commonly envision in an interview setting. Rather, the researcher often ensures that specific topics of research interest are discussed by the entire group in hopes of extracting data and self-disclosure that might otherwise be withheld in the traditional researcher-interviewee environment. In this entry, the purpose, history, format, advantages and disadvantages, and future direction of focus groups are discussed.

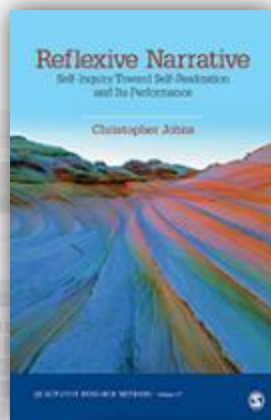
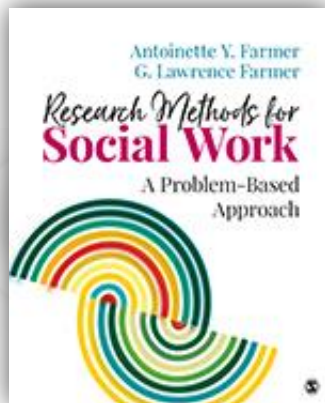
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量化方法叢書



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- [Are You My Amigo, or My Chero? The Importance of Cultural Competence in Data Collection and Evaluation](#)
- [OMG, Why Can't We Get the Data? A Lesson in Managing Evaluation Expectations](#)
- [No, Actually, This Project Has to Stop Now: Learning When to Pull the Plug](#)
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Part VII / • JUSTIFY CONCLUSIONS

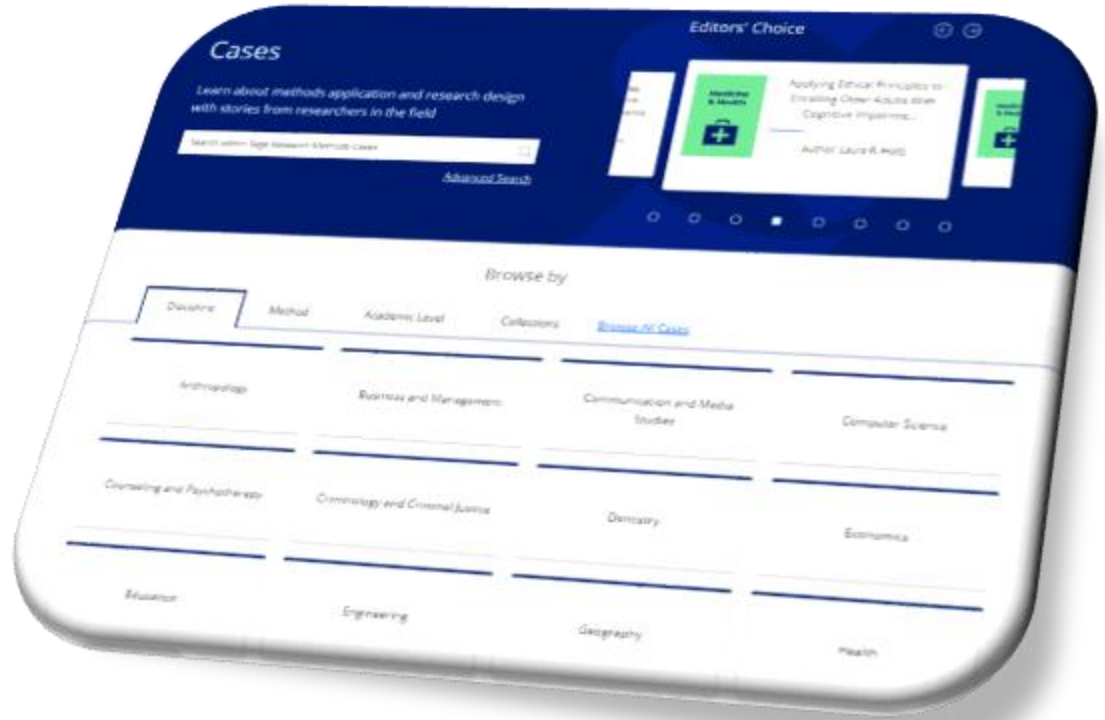
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- [The Ripple That Became a Splash: The Importance of Context and Why I Now Do Data Parties](#)
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在論文中Methodology是很有限的描述，讀者無法得知為什麼作者要採用和選擇這種方法，也不知道他在實際中如何解決問題的。關於這部分Inside Story—論文背後的故事，您可從Cases中獲得。

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Po Hao, Wei He, Li-Rong Long

First Published May 5, 2017 | Research Article | Check for updates
https://doi.org/10.1177/1548051817707517

Article information

Abstract

Article available in:
Vol 25, Issue 1, 2018

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Research Method

Sample and Procedure

Participants were full-time employees of 17 firms including those in the pharmaceutical, manufacturing, and finance industries, located in the center and south of the People's Republic of China. Specifically, with the permission of top management from each organization, we asked the human resources managers to randomly select workgroups with three to five employees from each workgroup and schedule a time for us to deliver the surveys to them; each employee had a random ID. We gathered all the selected employees in a large conference room and asked them to complete a pencil-and-paper-based questionnaire. To ensure quality, participants were told the objective of our survey (i.e., for academic research only) and that they would receive a reward of 20 Chinese yuan (about \$3.27) for participating in this survey.

Team members completed the measures for empowering leadership, harmonious passion, obsessive passion, RBSE, and demographic variables. Each team leader completed the measures for employee task performance and creative performance. Of the 266 employees, 57.9% were male, the average age was 30.67 years ($SD = 6.37$), the average organization tenure was 6.32 years ($SD = 7.04$), and 69.92% had a bachelor's, master's, or doctoral degree. Of the 69 team leaders, 71% were male, the average age was 37.19 years ($SD = 6.82$), and 72.46% had a bachelor's, master's, or doctoral degree.

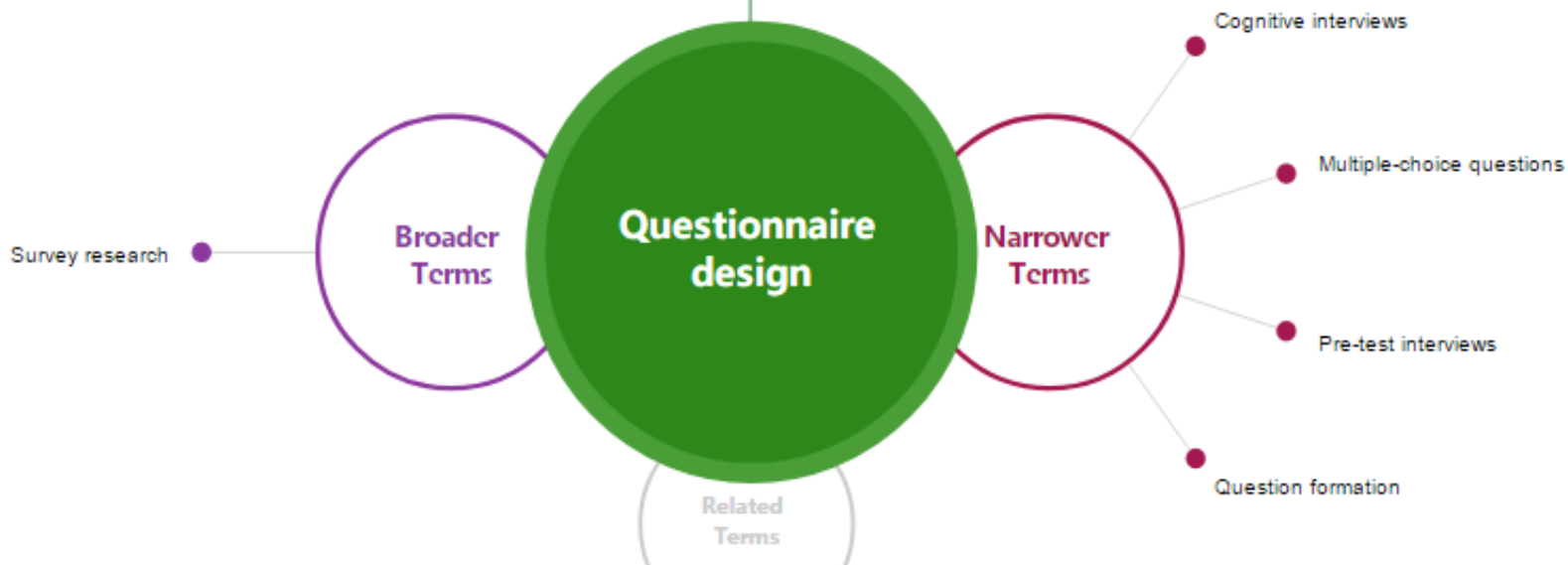
Methodology:

1. Field Survey
2. Questionnaire
3. Sampling

Questionnaire design

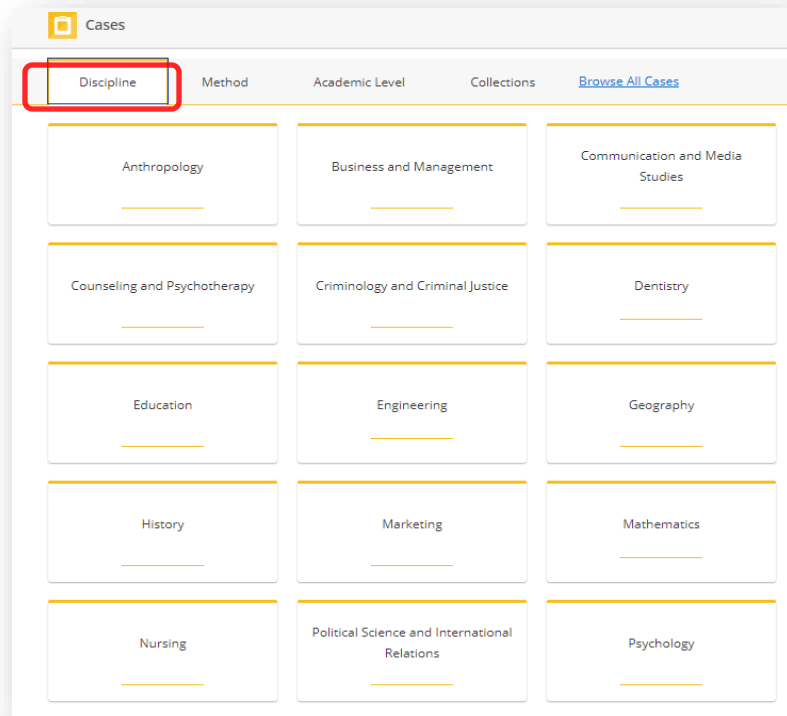
In survey research a set of questions and their corresponding response categories produced in printed or increasingly electronic form and used with or without the presence of an interviewer as a means of collecting structured data from respondents.

[Search all content on Questionnaire design](#)



SRM Cases

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SRM Cases

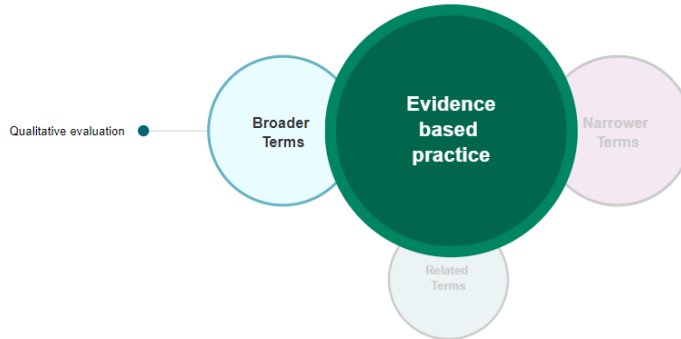
Social Work:

Social Work students and practitioners are encouraged to engage in [evidence-based practice](#). Common methods used in Social Work research include [evaluation](#) and [systematic review](#). Central to Social Work research are considerations of [research ethics](#), as social work research usually involves human participants, and sometimes participants from vulnerable groups. To find out more about research methods, see [Methods](#) by Bruce A. Thayer.



Term:
Evidence-based practice
In fields such as medicine, education and the like the attempt to establish what works and what doesn't through a systematic examination of the most current research in that field.

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Classroom-based Research and Evidence-based Practice

Author: [Keith A. Taber](#)
Publisher: [SAGE Publications Ltd](#)
Original publication date: 2007
Methods: [Case study research](#) [Evidence-based practice](#) [Educational research](#)
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Understanding Social Work Research

Author: [Hugh McLaughlin](#)
Publisher: [SAGE Publications Ltd](#)
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Case



An Application of Mixed Methods in Doctoral Research: Parental Migration and Left-Behind Children's Development in Rural China

By: [Nan Zhang](#)

Product: Sage Research Methods Cases Part 1

Publisher: SAGE Publications, Ltd.

Publication year: 2022 | Online pub date: March 22, 2022

Methods: [Mixed methods](#), [Quantitative data collection](#), [Research design](#)

DOI: <https://doi.org/10.4135/9781529798852>

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On this page

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Abstract

Despite the incompatibility of ontological and epistemological assumptions underlying quantitative and qualitative research, combining both research traditions are often recommended to advance our understanding of research questions. This paper draws on my mixed-methods doctoral study to address a substantive question—the influence of parental migration on left-behind children's (LBC)



Learning Outcomes

By the end of this case study, students should be able to:

- Describe the application of a mixed-methods survey design involving both quantitative and qualitative elements in a PhD project
- Discuss the benefits and limitations of using mixed-methods design in researching children's nutrition in relation to the migration of parents
- Discuss the ethical considerations of the qualitative study involving vulnerable groups such as left-behind children in the absence of parents in a specific sociocultural context
- Identify barriers, challenges, and lessons learned from conducting a complex mixed-methods PhD project in a timely fashion

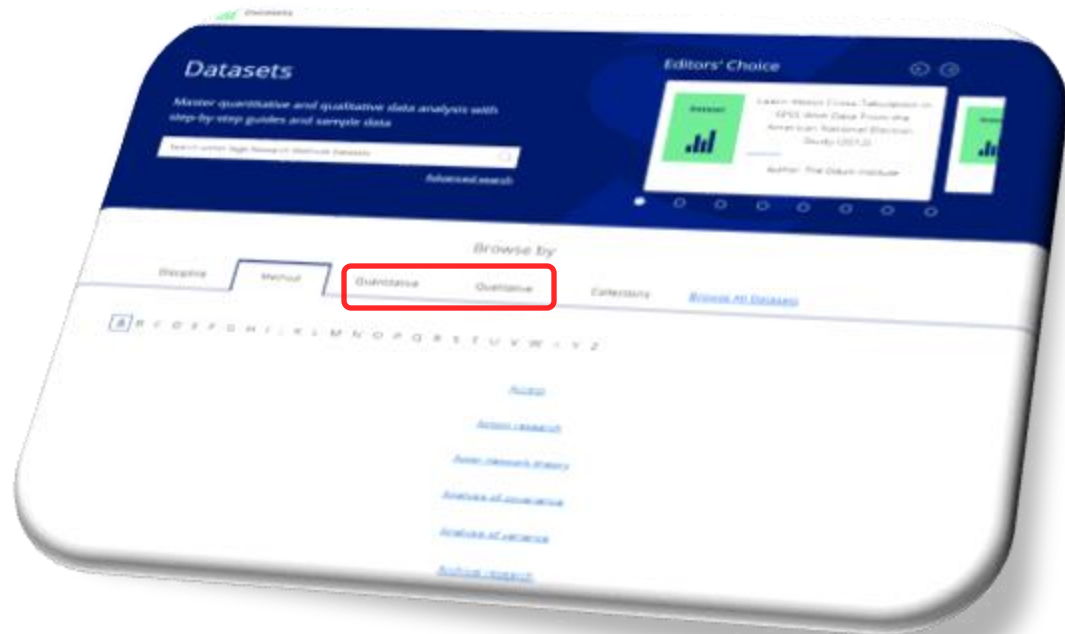


Classroom Discussion Questions

1. What are the benefits and limitations of using a mixed-methods research design in this project that involve both secondary data analyses of an existing quantitative survey and collecting qualitative in-depth data?
2. How can we ensure reflexivity and maintain an open mind during the life course of the research project?
3. What are the main challenges and potential solutions in analyzing qualitative data that was collected in a different language other than English?
4. What might be the ethical considerations and safeguarding measures being put in place when researching children, particularly children with their parents absent wherein social services and relevant institutional arrangements on children's welfare were not readily available?

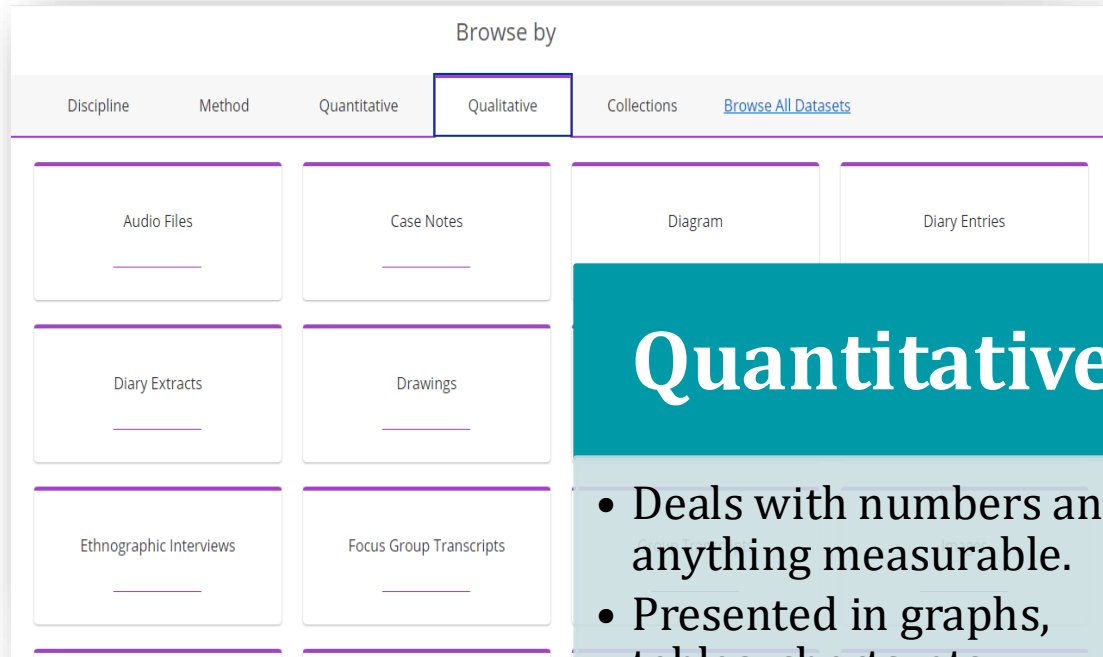
III. Datasets/練習數據：310余個

- ✓ 真實項目數據
- ✓ 可下載
- ✓ **Clean data & Raw data**
- ✓ 用於教學
- ✓ 用於練習



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Quantitative

- Deals with numbers and anything measurable.
- Presented in graphs, tables, charts, etc.

Qualitative

- Research involves analysis of data such as words, pictures, or objects.
- e.g. observation, interviews.



Learn to Use the Difference of Means T-Test in SPSS With Data From the Time Sharing Experiments (2013) for the Social Sciences

Author: Nick Allum

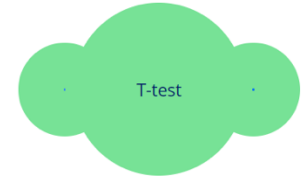
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Analysing Focus Group Data: Higher Education Lecturers and Their Thoughts on Seminars

Author: Jamie Harding

Data Exemplar

Data collected by: Dr. Jamie Harding

Guide for the Focus Group Discussion

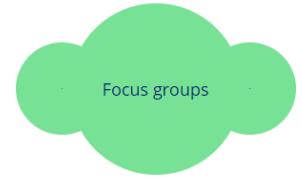
(There was no need to include an introductory question as the respondents were well known to each other.)

Please could you give one example of a seminar that you deliver and some of the issues that it raises? (this was the introductory question)

What are the aims of your seminars? – defined outcomes, learning, skills, participation

What is the relationship between lectures and seminars?

Should specific qualities in students be developed through seminars? – academic skills, social skills, other skills



Discover method in the Methods Map

SRM Datasets

e.g. Qualitative data: VIDEO DATA.

Datasets



A Comparison of a Local Newspaper and Television Coverage of a Murder Investigation Using Content Analysis

Exemplar 1: Video Clips

For Exemplar 1, please see the below video which includes numerous clips of news reports and interviews regarding the case. You can find a complete list of the clips included below (please note, only known dates are listed).



Transcript

Summary

Exemplar 2: *The Plain Dealer* Articles

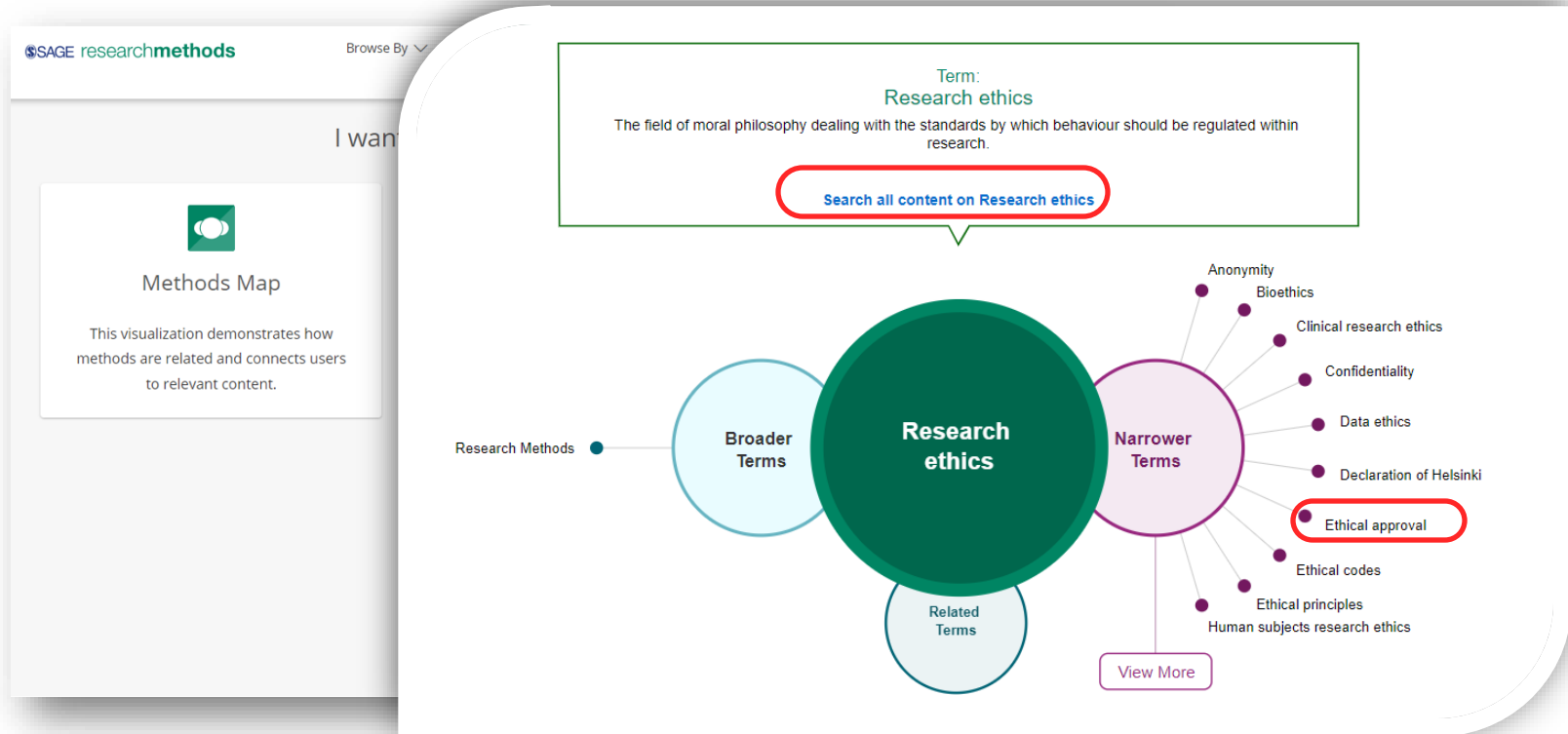
The Plain Dealer articles have been transcribed from the original newspaper because the quality of the newspaper images was very poor. The articles chosen tell the major events during the first nine days of the crime investigation and are primarily front page stories. The exceptions are two photo stories and the disclosure of the affair between Mrs. Swartz and the judge. This helped keep the dataset manageable, provided parallel stories for the TV clips and helped keep the analysis focused on the investigation. For example, during the first few days of coverage, stories included neighbor's descriptions of Mrs. Steele as a "devoted wife and mother," a short biography of Judge Steele as a man of "law and order," and stories on the role of the coroner and an explanation of a lie detector test. Stories appeared daily during the month of January. Coverage continued until April 1969 and did not resume until December of 1976 when the judge was arrested for the murder of his wife.

| | |
|------------------|---|
| January 10, 1969 | Euclid Slaying is Mystery (p. 1) |
| January 11, 1969 | Judge willing to take lie test (p. 1) Euclid murder scene combed for clues (pp. 16, 17) (photo story) |
| January 12, 1969 | Judge thinks killer knew family, house (p. 1) Killer "knew house and someone in it" (p. 11) AA (PD Exclusive, photo story) |
| January 13, 1969 | Judge, woman employe [sic] were good friends (p. 1) (includes a graphic of floor plan of house) |
| January 14, 1969 | Party Girls Quizzed in Steele Murder (p. 1) |

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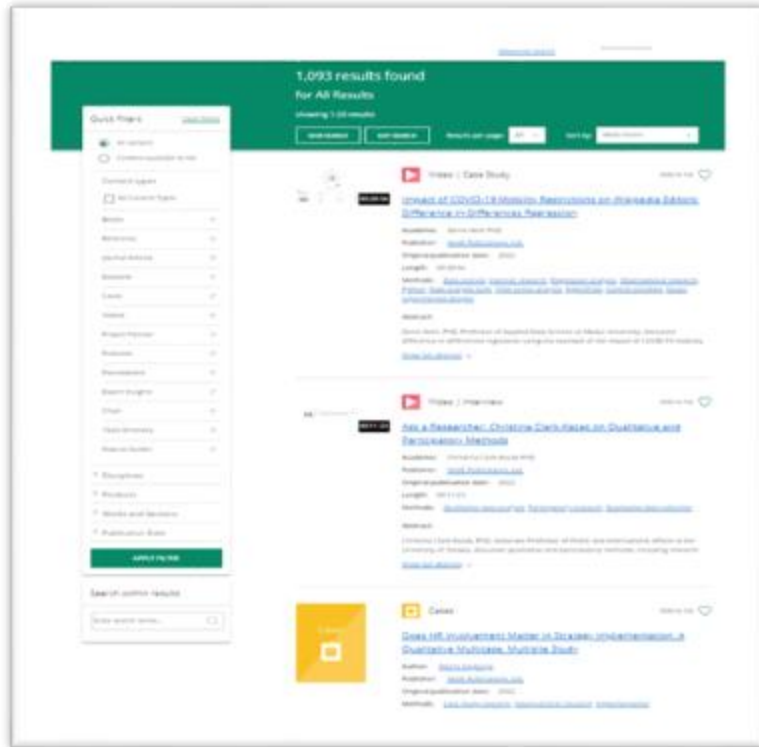
Methods Map


A visualized map demonstrates how methods are related and connects users to relevant content.



Methods Map

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[Doing Ethnographic and Observational Research](#)

Author: [Michael Angrosino](#)


Publisher: [SAGE Publications Ltd](#)


Series: [Qualitative Research Kit](#)

Original publication date: 2007

Methods: [Ethnography](#), [Observational research](#), [Video research](#)

Top search hits:
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[What Kinds of Topics Can Be Effectively and Efficiently Studied By Ethnographic](#)



Cases Add to list 

[Participant Observation: A Practical Field Guide for Students and Lecturers](#)

Authors: [Constantine Manolchev](#), [Stephanie Rose Foley](#)


Publisher: [SAGE Publications Ltd](#)

Original publication date: 2021

Methods: [Participant observation](#), [Observational research](#), [Fieldwork](#)

Abstract:

This SAGE case study demonstrates the practical application of participant observation as a research methodology, in its use by students during an undergraduate field-trip module.

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- Defining a Topic
- Reviewing the Literature
- Developing a Researchable Question

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Answer a handful of multiple-choice questions to see which statistical method is best for your data.

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Create lists of favorite content with your personal profile for your reference or to share.

SAGE Research Methods Project Planner is designed to guide you through your research project, from developing your research question and plan, to writing up and beyond. If you've already started your research, click on the stage to the left that best describes where you are. If you're just beginning, it might be helpful to read more about why we do research for some useful context. [why we do research](#)

- Overview
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- Defining a Topic
- Reviewing the Literature
- Developing a Researchable Question
- Research Design
- Planning and Practicalities
- Research Ethics
- Data Collection
- Data Analysis and Interpretation
- Writing Up
- Dissemination



Dissemination

Now that you've written up your research as a report, dissertation, or thesis, you should now turn your thoughts to how you will disseminate your research.

There are a number of ways to do so. However, it's important that you ensure that your research is usable by others.

- Explain the different ways you can disseminate your research
- Help you decide which method of dissemination is right for you
- Help you ensure that your research is discoverable and has measurable impact

What Can I Do Next? How Do I Turn My Thesis Into Useable Research? ▾

What Is the Right Medium for Dissemination? ▾

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How Do I Publish a Journal Article? ▾

How Do I Disseminate My Research Online? ▾

How Do I Present My Research at a Conference? ▾

Tell Me More About Raising Public Awareness of My Research ▾

How Do I Disseminate My Research Through Blogs and Social Networks? ▾

How Do I Maximize the Impact of My Research? ▾

Project Planner

Find step-by-step guidance to complete your research project.

How Do I Present My Research at a Conference?

Why Should I Present at Conferences?

Academic conferences are the shop windows of the academy. You [present](#) so that:

- Your work gets out there. Other people know what you have to say.
- You get yourself known. Other people know who you are and what you do.
- You make contacts with people who work in the field and people who might publish your work.

Five Forms of Conference Presentation

- **Plenary sessions:** One or two of the well-known figures in a discipline or field get to have their say on a particular issue. If you are at the level where you are being invited to speak in these sessions, then you already know what you need to do to get noticed.
- **Panel discussions:** A set of three to five people talk about a topic. These can be very good and people do attend them. Often they are organized by sub-groups of the academic body organizing the event. You get invited to participate by being known to the organizers of that sub-group.
- **Thematically organized sessions for paper presentations:** Here you present a formal paper, often circulated in advance or available as a download or on a conference CD. These days you do not “read a paper.” Rather, you go through key themes, usually with the aid of PowerPoint presentation. As with panel discussions, these are often organized by sub-groups of the academic body. Most conference organizers will also request submissions for thematic sessions from members of the relevant organization. You can make a submission for a session or strand of sessions.
- **Open sessions for paper presentations:** These used to be the norm at academic conferences. Now they are essentially a residual category for papers within the general interests of the conference but which do not fit into thematic sessions.
- **Poster presentations:** Here you make a poster for a session where people can come and look at your poster and you tell them about your research. This is usually a form of presentation for postgraduate students.

Sage Research Methods

「站在巨人們的肩膀上」
- 艾薩克·牛頓

「三人行，必有我師焉。」
- 《論語》

Thank you!

