



Literature for SMMR21, Methods in Social Sciences applies from spring semester 2018

Literature established by the board of the Department of Service
Management and Service Studies on 2017-11-17 to apply from 2018-01-01

See appendix.

Litteraturlista för Samhällsvetenskapliga metoder, 15 hp (SMMR21)

Litteraturlistan är fastställd av styrelsen för institutionen för service management och tjänstvetenskap 2014-11-11, senast ändrad 2017-11-17.

Litteraturlistan börja gälla fr o m 180101.

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- 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.
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<http://info.netbase.com/wp-netnography.html?o=direct> .
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- 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 s. ISBN 9780335235674]. Finns som e-bok.
- Pallant, Julie. (2013). *SPSS survival manual: a step by step guide to data analysis using SPSS for Windows*. Maidenhead: Open University Press [334 s. ISBN 0335223664].
- Rose, Gillian (2012). *Visual methodologies: an introduction to researching with visual materials*. London: SAGE. [Kap: 1, 2, 5, 8, 9, 11, 13. 200 s. ISBN 9780857028884]
- Silverman, David (2013). *Doing Qualitative Research*. London: SAGE. [Kap 1-17; 20; 338 s. ISBN 978-1-4462-6015-9]
- Yin, Robert K (2013). Validity and generalization in future case study evaluations, *Evaluation* 19 (3), 321-332.

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