



Literature for SMMV21, Methods in Social Sciences applies from spring semester 2021

Literature established by the board of the Department of Service
Management and Service Studies on 2020-11-20 to apply from 2021-01-18

See appendix.

Litteraturlista för Samhällsvetenskapliga metoder (SMMV21), 15 hp.

Litteraturlistan är fastställd av styrelsen för Institutionen för service management och tjänstvetenskap 2019-11-13, reviderad 2020-11-20.

Litteraturlistan börjar gälla 2021-01-18.

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- Bryman, Alan. (2012 or later). *Social Research Methods*. Oxford: Oxford University Press. [s. 1-156, s. 160-182, s. 614-625, totalt 180 s. ISBN 9780199689453]
- Flick, Uwe. (2014 eller senare). *An Introduction to Qualitative Research*. London: Sage. [587 s. ISBN 9781446267790]
- Flyvbjerg, Bent. (2006). Five Misunderstandings about Case-Study Research. *Qualitative Inquiry* 12(2): 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): 61-72.
- Kozinets, Robert V. (2010). *Netnography. The Marketer's Secret Weapon*.
http://www.etnografiadigitale.it/wp-content/uploads/2012/05/NetBase_Netnography_Kozinets_Paper.pdf.
- May, Tim. (2011). *Social Research, Issues, Methods and Process*. Maidenhead: Open University Press. [332 s. ISBN 9780335235674]. Finns som E-bok.
- Rose, Gillian. (2012). *Visual Methodologies: an Introduction to Researching with Visual Materials*. London: Sage. [102 s. Kap.1, 2, 5, 8. ISBN 9780857028884]
- Yin, Robert K. (2013) Validity and Generalization in Future Case Study Evaluations. *Evaluation* 19 (3): 321-332.
- Wagner III, W., & Gillespie, B. (2019). *Using and interpreting statistics in the social, behavioral, and health sciences*. Thousand Oaks, CA: SAGE Publications, Inc. [232 s. ISBN 9781544321110]
Doi: 10.4135/9781071814284. E-bok.
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