

Reading list for Methods in Social Sciences (SMMX21), 15 credits

The reading list was approved by the Board of the Department of Service Studies 2022-11-16, latest revised 2024-10-24.

The reading list is valid from 2024-10-24.

- Alvehus, Johan. (2025). *Crafting Your Thesis. Making Use of Qualitative Approaches*. Oxon & New York: Routledge [125 p. ISBN 9781032799582].
- Bazeley, Pat. (2009). Analysing Qualitative Data: More Than 'Identifying Themes'. *The Malaysian Journal of Qualitative Research* 2(2), pp. 6-22.
- Best, Joel. (2012). *Damned Lies and Statistics: Untangling Numbers from the Media, Politicians, and Activists*. Berkeley: California University Press. [206 p. ISBN 0-520-21978-3].
- Brosnan, Kylie, Babakhani, Nazila, & Dolnicar, Sara. (2019). "I Know What You're Going to Ask Me". Why Respondents Don't Read Survey Questions. *International Journal of Market Research* 61(4): pp. 366-379.
- Clark, Tom., Bryman, Alan, Foster, Lian & Sloan, Luke. (2021, sixth ed.). *Bryman's social research methods*. Oxford: Oxford University Press. [page 1-163, ISBN 9780198796053]
- Flick, Uwe. (2022, seventh ed.). *An Introduction to Qualitative Research*. London: Sage. [632 p. ISBN 9781529781328].
- Heinonen, Kristina & Medberg, Gustav. (2018). Netnography as a tool for understanding customers: implications for service research and practice. *Journal of Services Marketing* 32(6), pp. 657-679.
- Rennstam, Jens & Wästerfors, David. (2018). *Analyze!* Lund: Studentlitteratur. [205 p. ISBN 9789144127057]
- Schnabel, Landon. (2022). Survey Experiments. In S. Engler & M. Stausberg (red.) *The Routledge Handbook in the Study of Religion*. Routledge, [chap. 3 & 7]
- Wagner, William, E. & Gillespie, B. (2019). *Using and Interpreting Statistics in the Social, Behavioral, and Health Sciences*. Thousand Oaks, CA: SAGE Publications, Inc. [232 p. ISBN 9781544321110] Doi: 10.4135/9781071814284.
- Zillinger, Malin. (2023). "Why not study what tourists actually do, instead of asking them what they think they do?" A call for more experiments in tourism and hospitality research. In Shiva Jahani Seyyed, Mostafa Rasoolimanesh, & Fevzi Okumus (eds.). *Cutting Edge Research Methods in Hospitality and Tourism*, pp. 121-135. Emerald.

In addition to the listed literature, there are four texts totalling around 80 pages.

Total amount of pages: approx. 1 600