

Reading list for Methods in Social Sciences, 15 credits (SMMR21)

The reading list was approved by the Board of the Department of Service Management and Service Studies 11 November 2014, revised 16 November 2018.

The reading list is valid from 1 January 2019.

- Aron, Arthur, Aron, Elaine, & Coups, Elliot J. (2010). *Statistics for the Behavioral and Social Sciences. A Brief Course*. Harlow: Pearson. [477 pp. ISBN 9780205008605].
- Best, Joel (2012). *Damned Lies and Statistics: Untangling Numbers from the Media, Politicians, and Activists*. Berkeley: California University Press. [206 pp. ISBN 978-0-520-95351-2] Available as an e-book.
- Bryman, Alan (2012 or later). *Social Research Methods*. Oxford: Oxford University Press. [Chapter 1-7 & 26. 193 pp. ISBN 978-0-19-958805-3]
- Dolnicar, Sara (2013). Asking Good Survey Questions. *Foundations in Tourism Research* 52(5), 551-574
- Flick, Uwe (2014 or later). *An Introduction to Qualitative Research*. London: Sage. [587 pp. 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 [11 pp.]
- May, Tim (2011). *Social Research, Issues, Methods and Process*. Maidenhead: Open University Press. [332 pp. ISBN 9780335235674]. Available as an e-book.
- Rose, Gillian (2012). *Visual Methodologies: an Introduction to Researching with Visual Materials*. London: SAGE. [Chapter: 1, 2, 5, 8. 102 pp. ISBN 9780857028884]
- Yin, Robert K (2013). Validity and Generalization in Future Case Study Evaluations. *Evaluation* 19 (3), 321-332.

Total amount of pages: approx. 1400