

## Reading list for Methods in Social Sciences (SMMV21), 15 credits.

The reading list was approved by the Board of the Department of Service Management and Service Studies 2019-11-13.

The reading list is valid from 2020-01-01.

- 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 0-520-21978-3]. Available as E-book.
- 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), 366-379.
- Bryman, Alan. (2012 or later). *Social Research Methods*. Oxford: Oxford University Press. Read Part 1 (Chapters 1-6, pp. 1-156), Chapter 7: The nature of quantitative research, pp. 160-182. Chapter 26: Breaking down the quantitative/qualitative divide, pp. 614-625. [180 pp. ISBN 9780199689453]
- 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](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 pp. ISBN 9780335235674]. Available as E-book.
- Rose, Gillian (2012). *Visual Methodologies: an Introduction to Researching with Visual Materials*. London: Sage. Chapters:1, 2, 5, 8. [102 pp. ISBN 9780857028884]
- Yin, Robert K. (2013) Validity and Generalization in Future Case Study Evaluations. *Evaluation* 19 (3), pp. 321-332.
- Zillinger, Malin. (2019). The curious case of digital information search. *Current Issues in Tourism*.  
<https://doi.org/10.1080/13683500.2019.1639641>

Total amount of pages: approx. 1 800.