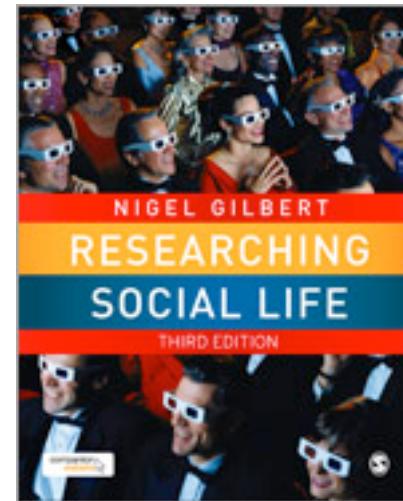# Researching Social Life 3e

- edited by Nigel Gilbert

- published March 2008

- 504pp

- £24.99 / £70

Ambition: The **best** text on the market for coverage of core methods!

Overview

UNIVERSITY OF SURREY

- Here's how it happened
  - History
  - Rationale for a third edition
  - The process
- And here's how it might have happened (and maybe will happen for the 10th edition…)
  - The readership
  - The writing process
  - The content
  - The marketing

Market

- Core textbook
- Social Science students
- Undergraduate and Postgraduate
- Compulsory research methods courses

A bit of history

- First edition in 1992
- From a department that built its reputation on
  - Doing research
  - Not just writing theory
  - Closely connected to policy concerns
- Covered the quantitative/qualitative range
- All contributors active teachers in the Department

Sociology at Surrey

- Still a (world) leading methods centre of excellence, RAE 5*

- CAQDAS

  - Qualitative analysis by computer

- Question bank

  - Survey questions

- Computational social science

  - Social simulation

- Surrey Social and Market Research Ltd

What are students looking for?

- Making research methods

  - Interesting: enthusiasm

  - Practical: real-world experience

  - Simple: clear and straightforward explanations

  - Applicable: to their own projects and dissertations

- Complete coverage

  - The only book on methods they need to buy

What are their teachers looking for?

- Authoritative: by experts
- Neutral: not pushing particular theoretical standpoints
- Well organised
- With tried and tested teaching aids and ideas

About the contributors

- Still all from the Surrey Department
  - (including some past members)
- Still all current practitioners of the methods they are writing about
- New chapters on current innovations
- Revised chapters on the 'staple' topics:
  - Questionnaire design
  - Survey analysis
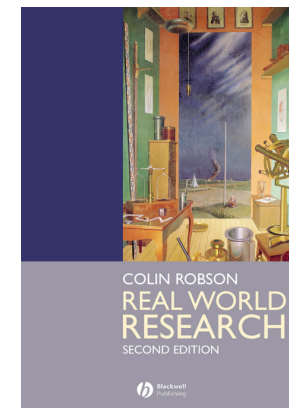 - Ethnography
  - Interviewing
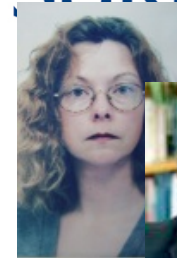
Competition

- Bryman, *Social Research Methods 2e* (Oxford University Press: 2004), £27.99, 607pp

  Bryman, *Social Research Methods 3e* (Oxford University Press: 2008), £29.99, 800pp

- Robson, *Real World Research* (Blackwell: 2002), £24.99, 624pp

Copying the competition

- 'Pedagogy' developed to bring it in-line with Robson and Bryman
- New edition includes:
  - Learning Objectives
  - Introduction
  - Boxed examples
  - Summary
  - Discussion Questions
  - Annotated further resources
  - Key concepts (for a glossary at the end of the text)
- Two-colour text design.
- Wide-royal format with wider margins and plenty of white space
- Website with PowerPoint summary slides

Website

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Researching Social Life
Third Edition

Book Details

Author
Nigel Gilbert (Editor)

Pub Date: 03/2008
Pages: 576

Click here for more information.

Nigel Gilbert (Editor)

Welcome to the Companion Website for **Researching Social Life, 3e,** edited by Nigel Gilbert

About the Book
This section contains details on the new edition, its editor and the contributors.

Lecturer Resources
This section contains a variety of resources which are available free of charge to lecturers who adopt Gilbert�s Researching Social Life. The material within the Lecturer Resources section includes:

- PowerPoint Slides

This area of the site is password-protected. To request an inspection copy please contact inspectioncopies@sagepub.co.uk. You will be sent a password with your copy of the book.

Student Resources
This section contains online readings, projects, links to relevant websites and a glossary.

How it could be done, and maybe will...

- Paper *vs* online
- The commissioning and editorial process
- The rewards

Paper and online

- At present
  - A
  - A   of the
    b
- The f
  - A

  - A

    - Updated
    - User contributed

An online textbook

- Access
  - All students have 24/7 access to the internet
  - All students are used to searching the web
- Interactive
  - Video, audio
  - Simulations
  - MCQs
- Personalised
  - Remembers what you have done, where you are
  - Recommendations based on the reading histories of other students
- Updated
  - By author/contributors
  - By readers

Simulation: DrugTalk

Simulation: DrugTalk

- DrugTalk by Michael Agar

- http://ccl.northwestern.edu/netlogo/models/community/Drugtalk

- Drugtalk models how experiences with an illicit drug, evaluations of those experiences transmitted through social and spatial networks, and encounters with addicted agents lead to different rates of use and addiction.

User contributed notes

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SURREY

Last updated: Fri, 13 Jun 2008

User Contributed Notes   add a note
Strings

nullhility at gmail dot com
06-Jun-2008 12:40

```
It's also valuable to note the following:

<?php
${date("M")} = "Worked";
echo ${date("M")};
?>

This is perfectly legal, anything inside the braces is executed first, the return value then
becomes the variable name. Echoing the same variable variable using the function that created
it results in the same return and therefore the same variable name is used in the echo
statement. Have fun ;).
```

sk89q
30-Apr-2008 12:46

```
<?php
$F = "F";
function F($s) { return $s; }
$filename = '<some code>';
echo "{$F(htmlspecialchars($filename))}";
?>
```

yuku
31-Mar-2008 07:21

```
This example of the heredoc has wrong output:
Code: This should print a capital 'A': \x41
Output should be: This should print a capital 'A': A

The example of the nowdoc has wrong code:
Code: This should not print a capital 'A': x41
That should be: This should not print a capital 'A': \x41
```

chris at chrisstockton dot org
24-Mar-2008 07:58

For anyone who reads Evan K, please note that:

User contributed content

UNIVERSITY OF SURREY

article   discussion   edit this page   history

Questionnaire

From Wikipedia, the free encyclopedia

A **questionnaire** is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. Although they are often designed for statistical analysis of the responses, this is not always the case. The questionnaire was invented by Sir Francis Galton.

Questionnaires are used by sociologists, positivists prefer closed questions.

Questionnaires have advantages over some other types of surveys in that they are cheap, do not require as much effort from the questioner as verbal or telephone surveys, and often have standardized answers that make it simple to compile data. However, such standardized answers may frustrate users. Questionnaires are also sharply limited by the fact that respondents must be able to read the questions and respond to them. Thus, for some demographic groups conducting a survey by questionnaire may not be practical.

As a type of survey, questionnaires also have many of the same problems relating to question construction and wording that exist in other types of opinion polls.

See also   [edit]

- Computer-assisted personal interviewing (CAPI)
- Questionnaire construction
- Structured interviewing
- Web experiment list
- Quantitative marketing research
- Behavioral Risk Factor Surveillance System
- More information about the synonyms for questionnaire

A questionnaire method is suitable to get a brief and objective data about the members.

External links   [edit]

- The Question Bank
- Harmonised questions from the UK Office for National Statistics
- Behavioral Risk Factor Surveillance System
- UK Market Research Society[1]
- Hints for Designing Effective Questionnaires - from the ERIC Clearinghouse on Assessment and Evaluation.

navigation
- Main Page
- Contents
- Featured content
- Current events
- Random article

interaction
- About Wikipedia
- Community portal
- Recent changes
- Contact Wikipedia
- Donate to Wikipedia
- Help

search
[Go] [Search]

toolbox
- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link
- Cite this page

languages
- العربية
- Deutsch

Look up *Questionnaire* in Wiktionary, the free dictionary.

The process

- At present
  - Linear, somewhat disconnected process:
    - Commissioning editor, editor, contributor, copyeditor, production editor, marketing, bookshop, reader
  - Intermittent discrete editions

- The future?
  - More collaborative, 'horizontal' relationships
  - Organised as project with several partners
  - Partnership remains until 'book' ceaes to have significant readership

Quick jump: **What's new** - **Weblogs**

Edit

🖶 PRINT   ⚙ TOOLS

Code 2.0

Code 2.0
Where's the book?

Start at the Table of Contents

What's going on here?

Lawrence Lessig first published Code and Other Laws of Cyberspace in 1999. After five years in print and five years of changes in law, technology, and the context in which they reside, Code needed an update. To begin that update, in 2005, Jotspot ported Code v1 to a wiki, and for the balance of the year, people edited Code v1 by adding either ideas, or questions, or new material. In January, 2006, Lessig took the product of that wiki-edit, and added his own edits to produce Code v.2.

Code v.2 has now been ported to this SocialText wiki. Readers/writers are invited to make corrections, or add other material that might be relevant to the argument in the book. They are also invited to add links to pages either on this Wiki or elsewhere, where criticisms of the argument are made. To keep the coherency of the wiki and the published book, radical changes will be reverted. But everyone is encouraged to extend or criticize the argument in ways that help the ultimate aim of understanding.

The best place for additional material to be added (or irrelevant material to be removed) is in the notes. But that points to the first obvious edit this wiki needs. Because of the limits of conversion routines, those links could not be made automatically. So if you just want to help out, adding those links to the text would be a great first step.

Finally, the messy legal stuff. All contributions to Codev2 are governed by the Code v2 Terms of Service. These basically assure that contributions are contributions.

To learn about sharing your own creative work for others to build upon, visit creativecommons.org.

Get started in four easy steps:

1. You can read this wiki without logging in.
2. If you'd like an **introductory tour** of the Socialtext Workspace, start here.
3. Before contributing, see our getting started guide and list of things to think about while writing.
4. Start contributing to Code v.3!

8 REVISIONS

Tags

There are no tags for this page.

Incoming Links

There are no pages that link to this page yet.

Attachments

Would I do it again? Probably not!

- The reward structure is wrong
  - Contributors get £150
  - Author gets royalties *minus*
    - Contributors' fees (24 * £150 = £3600)
    - Indexing
    - Secretarial assistance
  - No academic kudos (not counted for RAE)
  - No spin offs
- The risk structure is wrong
  - Author takes a large share of the risk
    - If the book does not sell, no royalties, still have to pay costs
  - But no influence on marketing and promotion

From the same author