



# Introducing Research Methodology: A Beginner's Guide to Doing a Research Project

By Uwe Flick

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In this new book, specifically written for first time researchers, Uwe Flick, author of the highly successful text *Introduction to Qualitative Research*, focuses on the process of producing an undergraduate research project. He gives readers the fundamental data collection and analysis skills that they need for their first project, as well as a good understanding of the research process as a whole. The book covers both quantitative and qualitative methods, and contains real life examples from the author's own research. Topics include reading and reviewing the literature, research design, writing up and research ethics.

As well as practical research techniques, Flick provides a basic explanation of methodological issues such as epistemology, the quantitative/qualitative debate and the wider social role of research, linking these to real world issue and the actual task of researching and writing a project.

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### **Editorial Review**

#### **Review**

This book provides an extremely useful guide to the basics of research, such as the fundamental characteristics of quantitative and qualitative research and their associated research questions. It is written in an accessible style without the complicated use of terms and details that often shroud research methods books. It is orientated toward the beginner who may not be familiar with the language of quantitative and qualitative research and who may be an undergraduate in the social sciences. It balances nicely attention to both quantitative and qualitative research, providing legitimacy for both approaches

**John W Creswell**

**University of Nebraska-Lincoln**

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What makes this guide special is the way in which it is structured and the style used for explanations and clarifications... The book enjoys the benefits of Flick's personal research experience, but also his personal experience in teaching research methodology and supervising students' research projects. The book is addressed to young researchers at the beginning of their career. It represents a clear overview of the main approaches used in social research. Even though research methodology specific to social sciences can be seen as overwhelming in the eyes of the beginners, this book manages to overcome this drawback and create positive orientation for readers to learn. It offers logical and clear guidance, revealing the route that any high quality research needs to follow.

**Sorana Saveanu**

**Journal of Social Research and Policy**

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This book's main strengths are its range of topics and issues, firstly it brings the reader up to date with recent research methods such as e-research, online interviewing and virtual ethnography. Secondly, it is brief enough to understand the issues and challenges in research projects, but detailed enough to help one make key decisions. Thirdly, its use of real-life examples helps to contextualise issues in conducting research projects. Fourthly, there are many references at the end of each chapter to direct the reader to further resources.

**Chloe Sharp**

**SRA News**

#### **About the Author**

**Uwe Flick** is Professor of Qualitative Research in Social Science and Education at the Free University of Berlin, Germany. He is a trained psychologist and sociologist and received his PhD from the Free University of Berlin in 1988 and his Habilitation from the Technical University of Berlin in 1994. He has been Professor of Qualitative Research at Alice Salomon University of Applied Sciences in Berlin, Germany and at the University of Vienna, Austria, where he continues to work as Guest Professor. Previously, he was

Adjunct Professor at the Memorial University of Newfoundland in St. John's, Canada; a Lecturer in research methodology at the Free University of Berlin; a Reader and Assistant Professor in qualitative methods and evaluation at the Technical University of Berlin; and Associate Professor and Head of the Department of Medical Sociology at the Hannover Medical School. He has held visiting appointments at the London School of Economics, the Ecole des Hautes Etudes en Sciences Sociales in Paris, Cambridge University (UK), Memorial University of St John's (Canada), University of Lisbon (Portugal), Institute of Higher Studies in Vienna, in Italy and Sweden, and the School of Psychology at Massey University, Auckland (New Zealand). His main research interests are qualitative methods, social representations in the fields of individual and public health, vulnerability in fields like youth homelessness or migration, and technological change in everyday life. He is the author of *Designing Qualitative Research* (Sage, 2007) and *Managing Quality in Qualitative Research* (Sage, 2007) and editor of *The SAGE Qualitative Research Kit* (Sage, 2007), *A Companion to Qualitative Research* (Sage, 2004), *Psychology of the Social* (Cambridge University Press, 1998), *Quality of Life and Health: Concepts, Methods and Applications* (Blackwell Science, 1995) and *La perception quotidienne de la Santé et la Maladie: Théories subjectives et Représentations sociales* (L'Harmattan, 1993). His most recent publications are the fifth edition of *An Introduction to Qualitative Research* (Sage, 2014) and *The SAGE Handbook of Qualitative Data Analysis* (editor, Sage, 2014).

## **Users Review**

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