Netnography Redefined

This book explores the potential of the Internet for enabling new and flexible political participation modes. It meticulously illustrates how the Internet is responsible for citizens' participation practices from being general, high-threshold, temporally constricted, and dependent on physical presence to being topic-centered, low-threshold, temporally discontinuous, and independent from physical presence. With its ethnographic focus on Icelandic and German online participation tools Betri Reykjavík and LiquidFriesland, the book offers plentiful advice for citizens, programmers, politicians, and administrations alike on how to get the most out of online participation formats.

Most researchers in organization and management studies stick to two or three traditional research methods like surveys and interviews. Sticking with the familiar is seen as a safe bet, and innovation is discouraged by academic incentives and rewards. But research participants are now suffering from 'survey fatigue', and using the same old methods runs the risk of generating the same old findings. This book describes twelve unconventional methodologies in organization and management research. These include unconventional research settings and data sources, unconventional research designs and data collection methods, unconventional analytic approaches, and designs and methods that exploit new technology developments. The aim is to encourage dialogue and experimentation with regard to the development of innovative, unconventional approaches to organization and management research. Several commentators have criticized the way in which research methods have become more formulaic, and have argued for greater diversity in research approaches. The methodological perspective that the we adopt shapes our interpretation of the information that we gather. Different methods generate different kinds of information, leading to different ways of understanding the phenomena that we are investigating. Our methods influence our styles of theorizing, ways of thinking and reasoning, and forms of writing and reporting research. This book will be of value to academic researchers in organization and management studies, Doctoral candidates, and Masters students on MBA and similar programmes.

Values-rich journeys can be described as pilgrimage, spiritual travel, personal heritage tourism, holistic tourism, and valuistic journeys. There are many motivations for undertaking these journeys; the most important being personal values, life experience, personal and social identity, lifestyle, social and cultural influence. This book presents contributions that address pilgrim motivation, identity and values as they are shaped by the broader sociological, psychological, cultural and environmental perspectives. The focus of the book is the travellers themselves and their inner world through the lens of their pilgrimage. The research presented focuses on the typology of pilgrim journeys as ways in which identity and values are presented to a post-modern consumer society, providing interesting and challenging perspectives on the identity of pilgrims in the 21st century.

The contemporary world is characterized by the massive use of digital communication platforms and services that allow people to stay in touch with each other and their organizations. On the other hand, it is also a world with great challenges in terms of crisis, disaster, and emergency situations of various kinds. Thus, it is crucial to understand the role of digital platforms/services in the context of crisis, disaster, and emergency situations. Digital Services in Crisis, Disaster, and Emergency Situations presents recent studies on crisis, disaster, and emergency situations in which digital technologies are considered as a key mediator. Featuring multi- and interdisciplinary research findings, this comprehensive reference work highlights the relevance of society's digitization and its usefulness and contribution to the different phases and types of risk scenarios. Thus, the book investigates the design of digital services that are specifically developed for use in crisis situations and examines services such as online social networks that can be used for communication purposes in emergency events. Highlighting themes that include crisis management communication, risk monitoring, digital crisis intervention, and smartphone applications, this book is of particular use to governments, institutions, corporations, and professionals who deal with crisis, disaster, and emergency scenarios, as well as researchers, academicians, and students working in fields such as communications, multimedia, sociology, political science, and engineering.

What is research in education? And what is it for in a digital age? Reflecting upon these questions, this engaging introduction provides critical discussion about the dilemmas of researching education in the digital age and ways forward for research in this complex area. Research Methods for Education in the Digital Age begins by outlining forms of education that are seen as digital, such as virtual, blended, immersive learning and examining the extent to which these are different or just adapted versions of earlier methods and approaches to education. Maggi Savin-Baden and Gemma Tombs explore current practices in research, identifying the successful adoption and adaption of theories and present practical guidance on new and emerging methodologies, methods, and analytical practices for undertaking educational research. New methodologies discussed include digital arts-based inquiry and digital visual methodologies, as well as adaptations of widely used methodologies such as ethnography, for the specific needs of researching digital teaching and learning. The book outlines the major challenges faced by today's digital researchers, exploring approaches to digital ethics, the relationship between qualitative and quantitative data in the digital age, digital data representations and portrayal and suggests helpful ways of dealing with the complexities and ethical challenges of undertaking research in and for digital spaces. Using case studies, research tips, a glossary and annotated further reading, the authors take a step by step approach from conceptualizing the research ideas, selecting the appropriate method to the dissemination of the findings. At a time when education is changing rapidly with digital and technological advances, Research Methods for Education in the Digital Age is essential reading for researchers wanting to undertake sound and rigorous research in the digital domain.

Political Research: Methods and Practical Skills, the market leading textbook in political research methods, is essential reading for students taking a module in research methods as part of a politics or international relations degree. Its accessible, step-by-step approach covers the entire research methods process, equipping students with the necessary skills to successfully conduct their own independent study and research. With coverage of both quantitative and qualitative methods, the book begins by guiding readers on how to come up with a research question, and leads the reader right through to writing up a final report. The book also includes chapters on theory, methodology, and the philosophy of social science, which are fully revised for the third edition to include up-to-date 'real world' examples, such as Gerber and Green's survey on political attitudes or Wantchekon's study on clientelism in Benin. These sections help students to understand essential debates around research methods, as well as sharing practical guidance. The easy to understand language and straightforward approach of Political

Research: Methods and Practical Skills help students get to grips with particularly complex topics relating to epistemological, ontological and mythological research, and quantitative questions such as 'what is data?'. The third edition reflects key areas of development in the field, such as the increased importance of ethics, and changes in digital research. The book is also enhanced with a range of engaging learning features including chapter summaries, end-of-chapter conclusions and questions, and a guide to further reading, created to reinforce students' understanding of research methods and further explore specific approaches to research.

This book examines the role of hook-up apps in the lives of gay, bi, trans, and queer immigrants and refugees, and how the online culture of these platforms promotes belonging or exclusion. Within the context of the so-called European refugee crisis, this research focuses on the experiences of immigrants from especially Muslim-majority countries to the greater Copenhagen area, a region known for both its progressive ideologies and its anti-immigrant practices. Grindr and similar platforms connect newcomers with not only dates and sex, but also friends, roommates and other logistical contacts. But these socio-sexual platforms also become spaces of racialization and othering. Weaving together analyses of real Grindr profile texts, immigrant narratives, political rhetoric, and popular media, Immigrants on Grindr provides an in-depth look at the complex interplay between online and offline cultures, and between technology and society.

This is a practical and accessible, yet sophisticated introduction to interpretive methods for doing qualitative research projects and dissertations. Bringing together concepts of qualitative research from ethnography, phenomenology, critical discourse analysis, semiotics, literary analysis, postmodernism and poststructuralism this textbook offers an accessible and comprehensive introduction to the subject. Utilising a uniquely pragmatic approach, it bridges the gap between advanced, specialised books on research traditions with more general introductory business research books. This new edition has been fully updated to include new examples, explorations of the field, and an improved pedagogy with better exposition of key issues and concepts, as well as more schematics and diagrams to aid understanding. The first half of the book considers the practicalities of research and writing a research project, including the craft of academic writing, the critical literature review, the role of the independent research project as part of university courses, suggested projected structures, standards of academic scholarship, and the main techniques for gathering qualitative data. The book's second half deals with abstract concepts and advanced theory by looking at key theoretical traditions that guide the interpretation of qualitative data. It is perfect for advanced undergraduate and postgraduate students of marketing, management, consumer behaviour and research methods. It will also be useful as a primer for practitioners in qualitative research.

Netnography is an adaptation of ethnography for the online world, pioneered by Robert Kozinets, and is concerned with the study of online cultures and communities as distinct social phenomena, rather than isolated content. In this landmark third edition, Netnography: The Essential Guide provides the theoretical and methodological groundwork as well as the practical applications, helping students both understand and do netnographic research projects of their own. Packed with enhanced learning features throughout, linking concepts to structured activities in a step by step way, the book is also now accompanied by a striking new visual design and further case studies, offering the essential student resource to conducting online ethnographic research. Real world examples provided demonstrate netnography in practice across the social sciences, in media and cultural studies, anthropology, education, nursing, travel and tourism, and others.

Interest in anthropology and ethnography has been an ongoing feature of organizational research and pedagogy; this book provides a key reference text that pulls together the different ways in which anthropology infuses the study of organizations, both epistemologically and methodologically. The volume hosts key scholars and experts within the fields of Organizational Anthropology, Organizational Ethnography, Organizational Studies and Qualitative Research. The book provides a combination of methodological guidelines, exemplars and epistemological reflection. It includes methodological viewpoints, ethnographic journeys within organizations as well as beyond organizations, and individual reflections on challenges faced by organizational ethnographers. This book is aimed at PhD, master and advanced undergraduate students and researchers across disciplines, especially those who are engaged with general management, organizational behaviour, strategy and anthropological/ethnographic issues.

Digital and Social Media Marketing: A Results-Driven Approach is an exciting new industry-led, research-informed and results-driven guide to digital commerce. Its examples draw from SMEs and from Europe to offer a unique perspective for those learning about digital marketing and, having been developed in close collaboration with the Search Engine Marketing Trade Association (SEMTA), it is a reliable source of prevailing industry standards for practitioners at the cutting edge of their trade. Unlike other digital marketing texts, this accessible textbook gives special consideration to the ethical challenges raised by an increasingly digital world. Equally unique is the book's Digital Business Maturity Model, which offers organisations a clear roadmap for understanding their relative levels of technology adoption. Embracing the true spirit of Digital and Social Media Marketing, the book will be the first of its kind in this field with digital learning materials, case studies and exercises available in a supporting Massive Open Online Course (MOOC). The MOOC will enhance learners' experience and create an interactive international learning community. This book will provide a hands on, accessible and user friendly platform to turn skills and knowledge into strategic advantage. Ideal for postgraduate learners, instructors interested in providing a unique and up-to-date learning experience and for SMEs and practitioners aiming to be at the cutting edge of Digital and Social Media Marketing.

Reputation can be a pivotal factor to potential success throughout one's academic career. By utilizing available technological assets and tools, professionals can effectively manage their personal brands. Digital Tools for Academic Branding and Self-Promotion is an authoritative reference source for the latest research on the interrelationship between digital branding and academic reputation. Showcasing relevant digital platforms and techniques, this book is a compendium of vital material for academics, professionals, practitioners, and marketers interested in effective reputation management.

Positive Tourism in Africa provides a crucial counter-narrative to the prevailing colonial and reductionist perspective on Africa's tourism trajectory and future. It offers a uniquely

optimistic outlook for tourism in Africa whilst acknowledging the many challenges that African countries continue to grapple with. By examining broad and localized empirical studies, conceptual frameworks, culturally centered paradigms, and innovative methodological approaches for African contexts, this book showcases the many facets of tourism in Africa that illustrate hope, resilience, growth, and survival. This volume explores themes such as community-based tourism, wildlife tourism, tourism governance and leadership, crisis recovery, regional integration, the role of indigenous knowledge, event tourism and the impact of smart technologies. It acknowledges the challenges and opportunities for growth that exist in these various contexts and explores how tourism creates value for the spectrum of its participants. Including a wide selection of contributions from diverse authors, many of them African, this book offers an Afro-centric interpretation of tourism phenomena. It will be of great interest to students, researchers and academics in the field of Tourism and African Studies, as well as Development Studies and Geography.

Netnography has become an essential tool for qualitative research in the dynamic, complex, and conflicted worlds of contemporary technoculture. Shaped by academic fields, industries, national contexts, technologies and platforms, and languages and cultures for over two decades, netnography has impacted the research practices of scholars around the world. In this volume, 34 researchers present 19 chapters that examine how they have adapted netnography and what those changes can teach us. Positioned for students and researchers in academic and professional fields, this book examines how we can better use netnographic research to understand the many ways networked technologies affect every element of contemporary business life and consumer existence. Netnography Unlimited provides an unprecedented new look at netnography. From COVID-19 to influencer empathy, gambling and the Dark Web to public relations and the military, AI and more-than-human netnography to video-streaming and auto-netnography, there has never been a wider or deeper treatment of technocultural netnographic research in one volume. Readers will learn what kind of work they can do with netnography and gain an up-to-date understanding of the most pressing issues and opportunities. This book is a must-read for those interested in technology, research methods, and contemporary culture.

Collaborative consumption is a peer-to-peer (P2P) exchange of goods and services facilitated by online platforms. This phenomenon is driven by technologies that make it easier and cheaper to redistribute and share the use of existing but underutilized private resources. It is embedded in the paradigm shift in society towards access-based consumption, in opposition to acquisition and private individual ownership. Firms take on the new role of enabler of collaborative consumption by developing online platforms and smartphone apps that facilitate P2P exchanges between people in their roles of peer providers and consumers. Collaborative consumption is anchored to two opposite logics of consumption: sharing and market exchange. This results in the Heart & Wallet paradox with its tensions between a pro-social orientation and communal norms on the one hand, and a for-profit orientation and market norms on the other hand. While diverse societal and regulatory aspects of the so-called "sharing economy" are discussed in popular debate, scholars have yet to catch up on the theoretical implications from these influences on business activities and consumer behavior. This thesis aims to improve the understanding of collaborative consumption by contributing to the conceptualization of this new phenomenon as intertwined with coexisting sharing and market logics. The research is based on two papers taking the perspective of the firms operating online platforms that facilitate collaborative consumption, and two papers taking the perspective of the peer providers and consumers participating in P2P exchanges. The context of shared mobility (i.e. P2P car rental, ridesharing) is explored through three cases, using interviews with online platform managers and participants in collaborative consumption, participant observation, a netnography, a cross-sectional survey of platform users, and document analyses. This thesis situates collaborative consumption in the access paradigm, based on the temporal redistribution and monetization of private resources facilitated via online platforms, while nurturing the feelings of communal belonging and the sharing ethos embedded in P2P exchanges. Investigating the tensions of the Heart & Wallet paradox of collaborative consumption, I highlight the opposing rationales between the sharing logic of the original nonmonetary practices initiated by grassroots communities and the market logic of platform business models. I further emphasize the key function of communal identification for participants and the role of perceived sharing authenticity—the pitfalls of sharewashing for firms. This thesis contributes to service research by advancing the understanding of P2P exchanges and the conceptualization of collaborative consumption.

Kollaborativ konsumtion bygger på P2P-utbyte (peer-to-peer) av varor och tjänster genom online-plattformar. Detta fenomen drivs på av teknologi som gör det enklare och billigare att dela användningen av befintliga men underutnyttjade privata resurser. Det är inbäddat i paradigmskiftet i samhället mot tillgångsbaserad konsumtion, i motsats till privat ägande. Företag får en ny roll som underlättare av kollaborativ konsumtion där privatpersoner istället intar rollerna som både leverantörer och konsumenter. Kollaborativ konsumtion är förankrat i två motsatta logiker: delning och varuutbyte. Detta resulterar i Heart & Wallet-paradoxen med spänningar emellan en pro-social orientering som bygger på gemensamma normer, och en vinstdrivande orientering baserad på marknadsnormer. Medan det funnits en debatt kring den så kallade "delningsekonomin" och dess samhälleliga och legala implikationer, så har den akademiska debatten ännu ej hunnit ta fart kring dess påverkan på affärsverksamhet och konsumentbeteende. Avhandlingen syftar till att förbättra förståelsen av kollaborativ konsumtion genom att bidra till konceptualiseringen av detta fenomen där delningslogik och marknadslogik samexisterar. Avhandlingen är baserad på två artiklar som undersöker kollaborativ konsumtion från ett företagsperspektiv och två artiklar där begreppet studeras ur de deltagande individernas perspektiv. Kontexten "shared mobility" (d.v.s. privat biluthyrning, samåkning) undersöks i tre organisationer med hjälp av intervjuer med anställda på onlineplattformar och deltagare i kollaborativ konsumtion, deltagarobservationer, en nätnografi, en tvärsnittsundersökning av plattformsanvändare och dokumentanalyser. Avhandlingen placerar kollaborativ konsumtion i paradigmet kring studier av tillgång till tjänster, där den temporära omfördelningen i tid och monetariseringen av privata resurser underlättas via online-

plattformar, samtidigt som den gemensamma tillhörigheten och det "delningsetos" som finns inbäddat i P2P-utbyten uppmuntras. Genom att undersöka spänningarna i Heart & Wallet-paradoxen i kollaborativ konsumtion, belyser jag motsättningarna mellan delningslogiken från gräsrotsrörelsen och marknadslogiken i plattformsaffärsmodellerna. Vidare diskuterar jag den centrala rollen av "communal identification"-upplevelsen av autencitet vid delning av resurser för kollaborativ konsumtion. Avhandlingen bidrar till tjänsteforskningen kring tillgång till tjänster genom en ökad förståelse av P2P-utbyten och en konceptualisering av kollaborativ konsumtion.

The Oxford Handbook of Music and Advertising is an essential guide to the crucial role that music plays in relation to the audio or audiovisual advertising message, from the perspectives of its creation, interpretation, and reception. The book's unique three-part organization reflects this life cycle of an advertisement, from industry inception to mass-mediated text to consumer behaviour. Experts well versed in the practice, analysis, and empirical studies of the commercial message have contributed to the collection's forty-two chapters, which collectively represent the most ambitious and comprehensive attempt to date to address the important intersections of music and advertising. Handbook chapters are self-contained yet share borders with other contributions within a given section and across the major sections of the book, so readers can either study one topic of particular interest or read through to gain an understanding of the broader issues at stake. Within the book's Introduction, each editor has provided an overview of the unifying themes for the section for which they were responsible, with brief summaries of individual contributions at the beginnings of the sections. The lists of recommended readings at the end of chapters are intended to assist readers in finding further literature about the topic. An overview of industry practices by a music insider is provided in the Appendix, giving context for the three parts of the book.

Coupling the narratives of twenty-two Irish traditional musicians alongside intensive field research, Becoming an Irish Traditional Musician explores the rich and diverse ways traditional musicians hone their craft. It details the educational benefits and challenges associated with each learning practice, outlining the motivations and obstacles learners experience during musical development. By exploring learning from the point of view of the learners themselves, the author provides new insights into modern Irish traditional music culture and how people begin to embody a musical tradition. This book charts the journey of becoming an Irish traditional musician and explores how musicality is learned, developed, and embodied.

This book constitutes the refereed proceedings of the 4th International Conference on Digital Economy, ICDEc 2019, held in Beirut, Lebanon, in April 2019. The conference was founded in 2016 to discuss innovative research and projects related to the support role of Information System Technologies in the digital transformation process, business innovation and e-commerce. The 31 papers presented in this volume were carefully reviewed and selected from 89 submissions. The theme of ICDEc 2019 was "Digital Economy: Emerging Technologies and Business Innovation". The papers were organized in topical sections named: digital transformation; e-finance; social media communication; intelligent systems; e-commerce and business analytics; e-learning and cloud education; e-commerce and digital economy; data science; digital marketing; and digital business model.

This book brings together Sociologists, Computer Scientists, Applied Scientists and Engineers to explore the design, implementation and evaluation of emerging technologies for older people. It offers an innovative and comprehensive overview, not only of the rapidly developing suite of current digital technologies and platforms, but also of perennial theoretical, methodological and ethical issues. As such, it offers support for researchers and professionals who are seeking to understand and/or promote technology use among older adults. The contributions presented here offer theoretical and methodological frameworks for understanding age-based digital inequalities, participation, digital design and socio-gerontechnology. They include ethical and practical reflections on the design and evaluation of emerging technologies for older people, as well as guidelines for ethical, participatory, professional and cross-disciplinary research and practice. In addition, they feature state-of-the-art, international empirical research on communication technologies, games, assistive technology and social media. As the first truly multidisciplinary book on technology use among ageing demographics, and intended for students, researchers, applied researchers, practitioners and professionals in a variety of fields, it will provide these readers with insights, guidelines and paradigms for practice that transcend specific technologies, and lay the groundwork for future research and new directions in innovation.

Gender After Gender in Consumer Culture provides an updated discussion of how gender cuts across consumer culture, in light of increasing gender fragmentation and integration with other identity positions. Sex, the biological distinction male/female, and gender, which refers to a person's sense of being male, female, or any other combinations of these, inform issues as varied as personal identity, social interactions, and market behaviours. First, contributions account for the increasing fluidity and/or fragmentation of gender positions, which reshape the interplay between consumers and marketers. Second, they provide a timely illustration of how consumption and markets concur in contrasting gender inequalities, taken both individually and jointly (e.g., at the intersection of ethnicity or positions of market marginalisation). Third, chapters question the role of gender in granting personal and societal well-being, as they reflect on the collective capacity of constantly undoing gender stereotypes. Focusing on gender, this book allows the reader to trace the links among cultural categories (e.g. masculinity, femininity, gender identity), social phenomena, and market (dis)functioning. The chapters in this book were originally published as a special issue in the journal Consumption Markets & Culture.

Electronic Inspection Copy available for instructors here - How is qualitative marketing and consumer research conducted today? - What is rigorous research in this field? - What are the new, cutting edge techniques? Written for students, scholars, and marketing research practitioners, this book takes readers through the basics to an advanced understanding of the latest developments in qualitative marketing and consumer research. The book offers readers a practical guide to planning, conducting, analyzing, and presenting research using both time-tested and new methods, skills and technologies. With hands-on exercises that researchers can practice and apply, the book leads readers step-by-step through developing qualitative researching skills, using illustrations drawn from the best of recent and classic research. Whatever your background, this book will help you become a better researcher and help your research come alive for others.

This book brings together the state of the art and current debates in the field of formative research, and examines many of the innovative methods largely overlooked in the available literature. This book will help social marketing to move beyond surveys and focus groups. The book addresses the needs of social marketing academics and practitioners alike by providing a robust and

critical academic discussion of cutting-edge research methods, while demonstrating at the same time how each respective method can help us arrive at a deeper understanding of the issues that social marketing interventions are seeking to remedy. Each chapter includes a scholarly discussion of key formative research methods, a list of relevant internet resources, and three key readings for those interested in extending their understanding of the method. Most chapters also feature a short case study demonstrating how the methods are used.

Digital work has become increasingly common, taking a wide variety of forms including working from home, mobile work, gig work, crowdsourcing, and online volunteering. It is organizationally, interpretively, spatially, and temporally complex. An array of innovative methodologies have begun to emerge to capture this complexity, whether through re-purposing existing tools, devising entirely novel methods, or mixing old and new. This volume brings together some of these techniques in an accessible sourcebook for management, business, organizational, and work researchers. It presents a range of innovative methods which capture and analyse digitally-related work practices through reflexive accounts of real-world research projects, and elucidates the range of challenges such methods may raise for research practice. It outlines debates and recommendations, and provides further reading and information to support research practice. The book is organised in four sections that reflect different areas of focus and methodological approaches: working with screens; digital working practices; distributed work and organizing; and digital traces of work. It then concludes by reflecting on the methodological issues, research ethics, requisite skills, and future of research given the intensification of digital work during a global pandemic that has impacted all aspects of our lives.

What impact can various research methods have on consumer psychology? How can they help us understand the workings of the consumer mind? And how can the field of consumer psychology best utilize these methods? In the Handbook of Research Methods in Consumer Psychology, leading consumer psychologists summarize key aspects of the research process and explain how different methods enrich understanding of how consumers process information to form judgments and opinions and to make consumption-related decisions. Kardes, Herr, and Schwarz provide an in-depth analysis of the scientific research methods needed to understand consumption-related judgments and decisions. The book is split into five parts, demonstrating the breadth of the volume: classic approaches, contemporary approaches, online research methods, data analysis, and philosophy of science. A variety of leading researchers give insight into a wide range of topics, reflecting both long-standing debate and more recent developments in the field to encourage discussion and the advancement of consumer research. The Handbook of Research Methods in Consumer Psychology is essential reading for researchers, students, and professionals interested in consumer psychology and behavior.

This open access book is the proceedings of the International Federation for IT and Travel & Tourism (IFITT)'s 28th Annual International eTourism Conference, which assembles the latest research presented at the ENTER21@yourplace virtual conference January 19-22, 2021. This book advances the current knowledge base of information and communication technologies and tourism in the areas of social media and sharing economy, technology including AI-driven technologies, research related to destination management and innovations, COVID-19 repercussions, and others. Readers will find a wealth of state-of-the-art insights, ideas, and case studies on how information and communication technologies can be applied in travel and tourism as we encounter new opportunities and challenges in an unpredictable world.

"This book is an excellent grounding in both quantitative and qualitative psychological research methods, which provides an excellent 'one-stop shop' for any student beginning their learning journey." —Mark Griffiths, Distinguished Professor of Behavioural Addiction, Nottingham Trent University "This new edition will be warmly welcomed by anxious psychology students!" —Susanna Kola-Palmer, Senior Lecturer in Psychology, University of Huddersfield "Authoritative and yet written with the clarity and liveliness that are Hayes' hallmark, she employs great depth of knowledge and wide experience, both harnessed to make this potentially dry and daunting subject accessible and even fun to read about." —Peter Stratton, Emeritus Professor, University of Leeds, UK A must-have for any student undertaking psychological research, this new edition has been comprehensively updated, while maintaining the simple, friendly language and use of everyday examples that have already helped generations of students to successfully understand what research methods are and how one might actually go about using them. The book is divided into data-gathering and analytical sections, and covers the main methods used in psychology for each of these purposes. With detailed explanations of underlying principles, as well as exercises, activities, worked examples of statistical tests, and self-assessment questions, Hayes shows you what you are doing, when you should do it, and why you are doing it. New to this edition: •Discussion on ethics at the end of each chapter on data-gathering •Assessment of netnography and online research •Additional examination of legal developments such as GDPR •New chapter on multivariate analysis An accessible and thorough introductory text for all students of research methods in psychology. Nicky Hayes is a Fellow of the British Psychological Society, a Chartered Psychologist and an Honorary Life Member of the Association for the Teaching of Psychology. She has written widely and is particularly respected for her ability to apply psychology to everyday life, working with businesses and the public sector as well in education.

This book offers the first methodological synthesis of digital food studies. It brings together contributions from leading scholars in food and media studies and explores research methods from textual analysis to digital ethnography and action research. In recent times, digital media has transformed our relationship with food which has become one of the central topics in digital and social media. This spatiotemporal shift in food cultures has led us to reimagine how we engage in different practices related to food as consumers. The book examines the opportunities and challenges that the new digital era of food studies presents and what methodologies are employed to study the changed dynamics in this field. These methodologies provide insights into how restaurant reviews, celebrity webpages, the blogosphere and YouTube are explored, as well as how to analyse digital archives, digital soundscapes and digital food activism and a series of approaches to digital ethnography in food studies. The book presents straightforward ideas and suggestions for how to get started on one's own research in the field through well-structured chapters that include several pedagogical features. Written in an accessible style, the book will serve as a vital point of reference for both experienced researchers and beginners in the digital food studies field, health studies, leisure studies, anthropology,

sociology, food sciences, and media and communication studies.

It is widely acknowledged that creativity is emerging as one of the most important sources of economic growth. This book investigates the varied forms of the creative and cultural industries including the arts, culture, film, design and other related fields. In this book, the chapters showcase new research insights into the recent growth of the creative and cultural industries, which can be located across the intersection of the arts and humanities, business studies and social science disciplines. The contributors provide rich empirical insights about the creative and cultural industries of, related to and connected with South Asia, both from across its diasporas and from around the world. This includes a variety of illustrative examples of creativity from the Bollywood film industry, to the growth of the creative sector in countries like the UK, India and Bangladesh, making the book an engaging read for anyone who is interested to learn more. Using contemporary and fresh examples from South Asia and its diasporas, South Asian Creative and Cultural Industries offers new research perspectives on a growing and important region of the world. This book was originally published as a special issue of the South Asian Popular Culture journal.

With as many as 1 billion people now using online communities such as newsgroups, blogs, forums, social networking sites, podcasting, videocasting, photosharing communities, and virtual worlds, the internet is now an important site for research. This exciting new text is the first to explore the discipline of 'Netnography' - the conduct of ethnography over the internet - a method specifically designed to study cultures and communities online. For the first time, full procedural guidelines for the accurate and ethical conduct of ethnographic research online are set out, with detailed, step-by-step guidance to thoroughly introduce, explain, and illustrate the method to students and researchers. The author also surveys the latest research on online cultures and communities, focusing on the methods used to study them, with examples focusing on the new elements and contingencies of the blogosphere (blogging), microblogging, videocasting, podcasting, social networking sites, virtual worlds and more. This book will be essential reading for researchers and students in social sciences such as anthropology, sociology, marketing and consumer research, organization and management studies and cultural and media studies.

This open access book constitutes the proceedings of the 20th International Conference on Agile Software Development, XP 2019, held in Montreal, QC, Canada, in May 2019. XP is the premier agile software development conference combining research and practice. It is a hybrid forum where agile researchers, academics, practitioners, thought leaders, coaches, and trainers get together to present and discuss their most recent innovations, research results, experiences, concerns, challenges, and trends. Following this history, for both researchers and seasoned practitioners XP 2019 provided an informal environment to network, share, and discover trends in Agile for the next 20 years The 15 full papers presented in this volume were carefully reviewed and selected from 45 submissions. They were organized in topical sections named: agile adoption, agile practices; large-scale agile; agility beyond IT, and the future of agile.

Targeted at second year undergraduate students through to master's level post-graduate, 'Marketing Tourism, Events and Food 2nd edition' takes the reader through a logical examination of key marketing debates, theories and approaches and encourages them to explore their own thoughts, ideas and opinions.

The title seeks to show how people are embedded culturally, socially and linguistically in a certain peripheral geographical location, yet are also able to roam widely in their use and takeup of a variety of linguistic and cultural resources. Drawing on data examples obtained from ethnographic fieldwork trips in Mongolia, a country located geographically, politically and economically on the Asian periphery, this book presents an example of how peripheral contexts should be seen as crucial sites for understanding the current sociolinguistics of globalization. Dovchin brings together several themes of wide contemporary interest, including sociolinguistic diversity in the context of popular culture and media in a globalized world (with a particular focus on popular music), and transnational flows of linguistic and cultural resources, to argue that the role of English and other languages in the local language practices of young musicians in Mongolia should be understood as "linguascapes." This notion of linguascapes adds new levels of analysis to common approaches to sociolinguistics of globalization, offering researchers new complex perspectives of linguistic diversity in the increasingly globalized world.

In the world of economics and business, engaging with loyal customers while also seeking out new, potential customers is a must. With the recent advancements of social media technology, these operations have increased the need for more developed methods to mesh consumer-business relationships and retention. The Handbook of Research on Retailing Techniques for Optimal Consumer Engagement and Experiences is a thought-provoking reference source that provides vital insight into the application of present-day customer relationship management within the retail industry. While highlighting topics such as digital communication, e-retailing, and social media marketing, this publication explores in-depth merchandiser knowledge as well as the methods behind positive retailer-consumer relationships. This book is ideally designed for managers, executives, CEOs, sales professionals, marketers, advertisers, brand managers, retail experts, academicians, researchers, and students.

The healthcare sector has never been under as much pressure as it is today. This pressure has motivated organizations to reinvent themselves, forcing management and marketing to take a more active role. Due to this reinvention, organizations must incorporate a stronger culture of management and marketing orientation that allows companies to define their course, optimize their resources, communicate with their stakeholders more efficiently, and encourage customers to become more involved with the company. This need is particularly urgent in the healthcare sector, as its weight in the economy has grown recently and it must prepare for economic recovery. Management and Marketing for Improved Competitiveness and Performance in the Healthcare Sector provides knowledge and skills to apply management and marketing on strategic, tactical, and operational

aspects with an emphasis on the healthcare industry. Various aspects of management and marketing, such as operations management, quality management, human resources, brand management, and digital marketing, are discussed. The book is ideal for management and marketing academics, their students (undergraduate/graduate programs), researchers, managers, advertisers, healthcare organizations, hospital boards, pharmaceutical representatives, and marketers who need to optimize the potential of management marketing applied in the healthcare industry.

Offering a critical approach to youth marketing, this comprehensive book provides a framework to better understand the mechanisms that shape youth consumption cultures and behaviors. The ideas investigated include how to advertise to digital natives, how to engage young customers, and why digital natives adopt or reject brands.

This book provides students with a clear and concise guide to studying undergraduate courses in qualitative consumer research and ethnography. The authors present the major qualitative research approaches used in consumer and marketing research as well as practical procedures and theoretical aspects of research design, report presentation etc. In addition to that a weekly study guide, including comprehensive reading lists, completes the book.

This volume of Theory and Method in Higher Education Research contains analyses and discussions of, amongst others, topic modelling, geometric data analysis, creativity and playfulness, longitudinal network analysis, grounded theory methods and autonetnography.

Social media and Internet data offer rich opportunities and vexing challenges for sociocultural research. Explaining and extending prior approaches, Netnography: Redefined is an indispensable guide to the understanding and conduct of Internet ethnography. With this volume, netnography is upgraded, updated and renewed with the latest netnographic research from media anthropology, geography, education, library sciences, travel and tourism, linguistics, media and cultural studies, sociology, sexuality, addiction research, gaming studies, and nursing, and multiple examples from the worlds of Facebook, Twitter, LinkedIn, and other social media sites. Like its predecessor, Netnography: Redefined includes full, step-by-step procedural guidelines for the accurate and ethical conduct of netnography. Yet this edition adapts netnography to include big data and social media analytics, as well as further incorporating notions of network analysis. It deepens the practice of netnography through participative engagement, introspection, alternative representation, and a new humanist focus. Netnography: Redefined presents readers with up-to-date guidelines for the most fully realized and distinctive form of online ethnographic research yet developed.

The SAGE Handbook of Qualitative Business and Management Research Methods provides a state-of–the-art overview of qualitative research methods in the business and management field. The Handbook celebrates the diversity of the field by drawing from a wide range of traditions and by bringing together a number of leading international researchers engaged in studying a variety of topics through multiple qualitative methods. The chapters address the philosophical underpinnings of particular approaches to research, contemporary illustrations, references, and practical guidelines for their use. The two volumes therefore provide a useful resource for Ph.D. students and early career researchers interested in developing and expanding their knowledge and practice of qualitative research. In covering established and emerging methods, it also provides an invaluable source of information for faculty teaching qualitative research methods. The contents of the Handbook are arranged into two volumes covering seven key themes: Volume One: History and Tradition Part One: Influential Traditions: underpinning qualitative research: positivism, interpretivism, pragmatism, constructionism, critical, poststructuralism, hermeneutics, postcolonialism, critical realism, mixed methods, grounded theory, feminist and indigenous approaches. Part Two: Research Designs: ethnography, field research, action research, case studies, process and practice methodologies. Part Three: The Researcher: positionality, reflexivity, ethics, gender and intersectionality, writing from the body, and achieving critical distance. Part Four: Challenges: research design, access and departure, choosing participants, research across boundaries, writing for different audiences, ethics in international research, digital ethics, and publishing qualitative research. Volume Two: Methods and Challenges Part One: Contemporary methods: interviews, archival analysis, autoethnography, rhetoric, historical, stories and narratives, discourse analysis, group methods, sociomateriality, fiction, metaphors, dramaturgy, diary, shadowing and thematic analysis. Part Two: Visual methods: photographs, drawing, video, web images, semiotics and symbols, collages, documentaries. Part Three: Methodological developments: aesthetics and smell, fuzzy set comparative analysis, sewing quilts, netnography, ethnomusicality, software, ANTI-history, emotion, and pattern matching.

The two volumes set LNCS 10913-10914 of SCSM 2018 constitutes the proceedings of the 10th International Conference on Social Computing and Social Media, SCSM 2018, held as part of the International Conference on Human-Computer Interaction, HCII 2018, held in Las Vegas, NV, USA, in July 2018. The total of 1171 papers and 160 posters presented at the 14 colocated HCII 2018 conferences. The papers were carefully reviewed and selected from 4346 submissions. These papers which are organized in the following topical sections: social media user experience, individual and social behavior in Social Media, privavcy and ethical issues in Social Media, motivation and gamification in Social Media, social network analysis, and agents, models and algorithms in Social Media.