BUSINESS RESEARCH METHODS

FOURTH EDITION

ALAN BRYMAN & EMMA BELL

OXFORD UNIVERSITY PRESS

Detailed contents

Abbreviations

About the au	thors	xxii
About the stu	idents and supervisors	xxiii
Guided tour	of textbook features	xxvi
Guided tour	of the Online Resource Centre	xxviii
About the bo	ok	XXX
Acknowledge		xxxvii
/ icknowicusc	лисиъ	AAAVII
Part One	The research process	
Chapter 1	The nature and process of business research	3
	Introduction	4
	What is meant by 'business research'?	5
	Why do business research?	5
	Business research methods in context	5
	Relevance to practice	7
	The process of business research	9
	Literature review	9
	Concepts and theories	9
	Research questions	10
	Sampling	12
	Data collection	12
	Data analysis	13
	Writing up	13
	The messiness of business research	15
	Key points	16
	Questions for review	16
Chapter 2	Business research strategies	18
	Introduction: the nature of business research	19
	Theory and research	20
	What type of theory?	20
	Deductive and inductive theory	23
	Epistemological considerations	26
	A natural science epistemology: positivism	27
	Interpretivism	28
	Ontological considerations	32
	Objectivism	32
	Constructionism	32
	Epistemology and ontology in business research	34
	Competing paradigms	35

XX

	Research strategy: quantitative and qualitative	37
	Influences and politics on the conduct of business research	39
	Values	40
	Practical considerations	42
	Key points	45
	Questions for review	45
Chapter 3	Research designs	47
	Introduction	48
	Quality criteria in business research	49
	Reliability	49
	Replication	50
	Validity	50
	Research designs	53
	Experimental design Cross-sectional design	53 6'
	Longitudinal design(s)	66
	Case study design	67
	Comparative design	72
	Level of analysis	75
	Bringing research strategy and research design together	76
	Key points	78
	Questions for review	78
Chapter 4	Planning a research project and formulating	
Chapter 4	research questions	80
	Introduction	81
	Getting to know what is expected of you by your institution	81
	Thinking about your research area	82
	Using your supervisor	83
	Managing time and resources	85
	Formulating suitable research questions	87
	Criteria for evaluating research questions	93
	Writing your research proposal	94
	Preparing for your research	94
	Doing your research and analysing your results	95
	Checklist	97
	Key points Questions for review	98
	Questions for review	98
Chapter 5	Getting started: reviewing the literature	99
	Introduction	100
	Reviewing the existing literature and engaging with	1070
	what others have written	100
	Getting the most from your reading	103
	Systematic review	104
	Narrative review Searching the existing literature and looking for	11(
	business information	111
	Electronic databases	112
	Keywords and defining search parameters	116

	Referencing your work	118
	The role of the bibliography	122
	Avoiding plagiarism	123
	Checklist	125
	Key points	126
	Questions for review	126
Chapter 6	Ethics and politics in business research	128
	Introduction	129
	Ethical principles	134
	Harm to participants	135
	Lack of informed consent	139
	Invasion of privacy	143
	Deception	144
	Ethics and legal considerations	145
	Data management	146
	Copyright	147
	Reciprocity and trust	147
	Affiliation and conflicts of interest	149
	The difficulties of ethical decision-making	150
	The politics of business research	151
	Checklist	154
	Key points	155
	Questions for review	155
-	harmony distribution of the	
Part Two	Quantative research	
Chapter 7	The nature of quantitative research	159
	Introduction	160
	The main steps in quantitative research	160
	Concepts and their measurement	163
	What is a concept?	163
	Why measure?	164
	Indicators	164
	Using multiple-indicator measures	167
	Dimensions of concepts	167
	Reliability	168
	Stability	168
	Internal reliability	168
	Inter-rater reliability	170
	Validity	170
	Face validity	170
	Concurrent validity	170
	Predictive validity	171
	Construct validity	171
	Convergent validity	171
	Convergent validity Discriminant validity	171 172
	Convergent validity Discriminant validity Reflections on reliability and validity	171 172 172
	Convergent validity Discriminant validity Reflections on reliability and validity The main preoccupations of quantitative researchers	171 172 172 174
	Convergent validity Discriminant validity Reflections on reliability and validity	171 172 172

	Generalization	174
	Replication	176
	The critique of quantitative research	178
	Criticisms of quantitative research	179
	Is it always like this?	180
	Reverse operationism	180
	Reliability and validity testing	181
	Sampling	181
	Key points	181
	Questions for review	182
Chapter 8	Sampling in quantitative research	183
	Introduction	184
	Introduction to sampling	186
	Sampling error	189
	Types of probability sample	190
	Simple random sample	190
	Systematic sample	191
	Stratified random sampling	191
	Multi-stage cluster sampling	192
	The qualities of a probability sample	195
	Sample size	197
	Absolute and relative sample size	198
	Time and cost	198
	Non-response	199
	Heterogeneity of the population	200
	Kind of analysis	200
	Types of non-probability sampling	200
	Convenience sampling	200
	Quota sampling	202
	Limits to generalization	205
	Error in survey research	206
	Key points	207
	Questions for review	207
Chapter 9	Structured interviewing	209
	Introduction	210
	The structured interview	211
	Reducing error due to interviewer variability	211
	Accuracy and ease of data processing	212
	Other types of interview	213
	Interview contexts	214
	More than one interviewee	214
	More than one interviewer	215
	In person or by telephone?	215
	Computer-assisted interviewing	217
	Conducting interviews	218
	Know the schedule	218
	Introducing the research	218
	Rapport	219
	Asking questions	219

	Recording answers	220
	Clear instructions	221
	Question order	221
	Probing	223
	Prompting	224
	Leaving the interview	225
	Training and supervision	225
	Other approaches to structured interviewing	226
	Critical incident method	226
	Projective methods, pictorial and photo-elicitation	227
	Verbal protocol approach	228
	Repertory grid technique	229
	Problems with structured interviewing	233
	Characteristics of interviewers	233
	Response sets	233
	The problem of meaning	235
	The feminist critique	235
	Key points	235
	Questions for review	236
Chapter 10	Self-completion questionnaires	238
	Introduction	239
	Self-completion questionnaire or postal questionnaire?	239
	Evaluating the self-completion questionnaire in relation	
	to the structured interview	240
	Advantages of the self-completion questionnaire over	
	the structured interview	240
	Disadvantages of the self-completion questionnaire	
	in comparison to the structured interview	241
	Steps to improve response rates to postal questionnaires	242
	Designing the self-completion questionnaire	245
	Do not cramp the presentation	245
	Clear presentation	246
	Vertical or horizontal closed answers?	246
	Identifying response sets in a Likert scale	246
	Clear instructions about how to respond	248
	Keep question and answers together	248
	Diaries as a form of self-completion questionnaire	248
	Advantages and disadvantages of the diary as a	0=4
	method of data collection	251
	Experience and event sampling	251
	Key points	254
	Questions for review	254
Chapter 11	Asking questions	256
	Introduction	257
	Open or closed questions?	257
	Open questions	257
	Closed questions	259
	Types of question	262
	Rules for designing questions	264

	General rules of thumb	264
	Specific rules when designing questions	265
	Vignette questions	270
	Piloting and pre-testing questions	272
	Using existing questions	272
	Checklist	274
	Key points	276
	Questions for review	276
Chapter 12	Structured observation	278
	Introduction	279
	Problems with survey research on behaviour	279
	So why not observe behaviour?	280
	The observation schedule	284
	Strategies for observing behaviour	285
	Sampling	286
	Sampling people	286
	Sampling in terms of time	286
	Further sampling considerations	287
	Issues of reliability and validity	288
	Reliability	288
	Validity	289
	Other forms of structured observation	290
	Field stimulation	290
	Organizational simulation	292
	Criticisms of structured observation	294
	On the other hand	294
	Checklist	295
	Key points	295
	Questions for review	296
Chapter 13	Content analysis	297
	Introduction	298
	What are the research questions?	301
	Selecting a sample	301
	Sampling media	301
	Sampling dates	302
	What is to be counted?	303
	Significant actors	303
	Words	303
	Subjects and themes	304
	Dispositions	306
	Images	306
	Coding	307
	Coding schedule	307
	Coding manual	308
	Potential pitfalls in devising coding schemes	308
	Advantages of content analysis	312
	Disadvantages of content analysis	315
	Checklist	316
	Key points	316
	Questions for review	317

Chapter 14	Secondary analysis and official statistics	318
	Introduction	319
	Other researchers' data	320
	Advantages of secondary analysis	320
	Limitations of secondary analysis	328
	Accessing the UK Data Archive	330
	Archival proxies and meta-analysis	330
	Official statistics	333
	Reliability and validity	334
	Condemning and resurrecting official statistics	335
	Official statistics as a form of unobtrusive measure	335
	Key points	338
	Questions for review	338
Chapter 15	Quantitative data analysis	339
	Introduction	340
	A small research project	341
	Missing data	343
	Types of variable	345
	Univariate analysis	347
	Frequency tables	347
	Diagrams	348
	Measures of central tendency	349
	Measures of dispersion	349
	Bivariate analysis	351
	Relationships not causality	351
	Contingency tables	352
	Pearson's r	352
	Spearman's rho	354
	Phi and Cramér's V	354
	Comparing means and eta	355
	Multivariate analysis	355
	Could the relationship be spurious?	355
	Could there be an intervening variable?	356
	Could a third variable moderate the relationship?	357
	Statistical significance	357
	The chi-square test	360
	Correlation and statistical significance	360
	Comparing means and statistical significance	361
	Checklist	361
	Key points	362
	Questions for review	362
Chapter 16	Using IBM SPSS statistics	364
	Introduction	365
	Getting started in SPSS	366
	Beginning SPSS	366
	Entering data in the Data Viewer	367
	Defining variables: variable names, missing values,	3 <u>~</u> 1,5400
	variable labels, and value labels	368
	Recoding variables	369
	Computing a new variable	372

Data analysis with SPSS

Questions for review

Generating a frequency table

	Generating a bar chart	375
	Generating a pie chart	375
	Generating a histogram	376
	Generating the arithmetic mean, median,	
	standard deviation, range, and boxplots	377
	Generating a contingency table, chi-square, and Cramér's V	377
	Generating Pearson's r and Spearman's rho	379
	Generating scatter diagrams	379
	Comparing means and eta	382
	Generating a contingency table with three variables	383
	Further operations in SPSS	385
	Saving your data	385
	Retrieving your data	386
	Printing output	386
	Key points	386
	Questions for review	386
Part Three	e Qualitative research	
Chapter 17	The nature of qualitative research	391
	Introduction	392
	The main steps in qualitative research	395
	Theory and research	397
	Concepts in qualitative research	398
	Reliability and validity in qualitative research	399
	Adapting reliability and validity for qualitative research	400
	Alternative criteria for evaluating qualitative research	400
	The main preoccupations of qualitative researchers	404
	Seeing through the eyes of the people being studied	404
	Description and the emphasis on context	406
	Emphasis on process	407
	Flexibility and limited structure	408
	Concepts and theory grounded in data	409
	Not just words	409
	The critique of qualitative research	413
	Qualitative research is too subjective	413
	Difficult to replicate	414
	Problems of generalization	414
	Lack of transparency	414
	Is it always like this?	415
	Some contrasts between quantitative and qualitative research	416
	Some similarities between quantitative and qualitative research	417
	Researcher-subject relationships	418
	Action research	418
	Feminism and qualitative research	420
	Collaborative and participatory research	422
	Postcolonial and indigenous research	422
	Key points	424

373

373

425

Chapter 18	Sampling in qualitative research	427
	Introduction	428
	Levels of sampling	429
	Purposive sampling	430
	Theoretical sampling	431
	Generic purposive sampling	433
	Snowball sampling	434
	Sample size	436
	Not just people	438
	Using more than one sampling approach	439
	Key points	440
	Questions for review	440
Chapter 19	Ethnography and participant observation	442
	Introduction	443
	Organizational ethnography	444
	Global and multi site ethnography	447
	Access	448
	Overt versus covert?	452
	Ongoing access	454
	Key informants	455
	Roles for ethnographers	456
	Active or passive?	459
	Shadowing	460
	Field notes	461
	Types of field notes	462
	Bringing ethnographic fieldwork to an end	463
	Feminist and institutional ethnography	464
	Visual ethnography	466
	Writing ethnography	471
	Experiential authority	471
	Typical forms	472
	Key points	476
	Questions for review	476
Chapter 20	Interviewing in qualitative research	478
	Introduction	479
	Differences between the structured interview	
	and the qualitative interview	480
	Asking questions in the qualitative interview	481
	Preparing an interview guide	486
	Kinds of questions	490
	Using an interview guide: an example	492
	Recording and transcription	494
	Telephone interviewing	497
	Life history and oral history interviews	501
	Feminist research and interviewing in qualitative research	503
	Qualitative interviewing versus participant observation	504
	Advantages of participant observation in comparison	
	to qualitative interviewing	505

	Advantages of qualitative interviewing in comparison	
	to participant observation	506
	Overview	508
	Checklist	508
	Key points	509
	Questions for review	509
Chapter 21	Focus groups	511
	Introduction	512
	Uses of focus groups	513
	Conducting focus groups	515
	Recording and transcription	515
	How many groups?	516
	Size of groups	517
	Level of moderator involvement	519
	Selecting participants	520
	Asking questions	521
	Beginning and finishing	521
	Group interaction in focus group sessions	522
	The focus group as a feminist method	523
	Limitations of focus groups Checklist	525 527
	Key points	528
	Questions for review	528
	Questions for review	520
Chapter 22	Language in qualitative research	529
	Introduction	530
	Fine-grained approaches	530
	Conversation analysis	531
	Discourse analysis	535
	Narrative analysis	541
	Rhetorical analysis	544
	Context-sensitive approaches	547
	Critical discourse analysis Overview	547 549
		551
	Key points Questions for review	551
		331
Chapter 23	Documents as sources of data	553
	Introduction	554
	Personal documents	555
	Public documents	558
	Organizational documents	561
	Mass media outputs	562
	Visual documents	564
	Virtual documents	567
	The world as text	567
	The reality of documents	568
	Interpreting documents	569
	Qualitative content analysis	569 570
	SECOLORICS	h //

	Historical analysis	572
	Checklist	575
	Key points	575
	Questions for review	576
Chapter 24	Qualitative data analysis	578
	Introduction	579
	General strategies of qualitative data analysis	581
	Analytic induction	581
	Grounded theory	584
	More on coding	594
	Steps and considerations in coding	595
	Turning data into fragments	595
	Problems with coding	597
	Thematic analysis	599
	Secondary analysis of qualitative data	601
	Key points	604
	Questions for review	604
Chapter 25	Computer-assisted qualitative data analysis: using NVivo	605
	Introduction	606
	Is CAQDAS like quantitative data analysis software?	606
	No industry leader	607
	Lack of universal agreement about the utility of CAQDAS	607
	Learning NVivo	608
	Coding	609
	Searching text	615
	Memos	618
	Saving an NVivo project	619
	Opening an existing NVivo project	619
	Final thoughts	620
	Key points	621
	Questions for review	622
Part Four	Mixed methods research and other considerations	
Chapter 26	Breaking down the quantitative/qualitative divide	625
	Introduction	626
	The natural science model and qualitative research	627
	Quantitative research and interpretivism	629
	Quantitative research and constructionism	630
	Epistemological and ontological considerations	631
	Problems with the quantitative/qualitative contrast	631
	Behaviour versus meaning	631
	Theory tested in research versus emergent from data	632
	Numbers versus words	633
	Artificial versus natural	633
	Reciprocal analysis	635
	Qualitative analysis of quantitative data	635
	Quantitative analysis of qualitative data	635
	Quantification in qualitative research	636

	Thematic analysis	636
	Quasi-quantification in qualitative research	637
	Combating anecdotalism through limited quantification	637
	Key points	638
	Questions for review	638
Chanter 27	Mixed methods research: combining quantitative	
Chapter 27	and qualitative research	640
	Introduction	641
	The argument against mixed methods research	642
	The embedded methods argument	642
	The paradigm argument	642
	Two versions of the debate about quantitative and	2.02
	qualitative research	643
	The rise of mixed methods research	643
	Classifying mixed methods research in terms of priority	
	and sequence	644
	Different types of mixed methods design	646
	Approaches to mixed methods research	647
	The logic of triangulation	647
	Qualitative research facilitates quantitative research	649
	Quantitative research facilitates qualitative research	650
	Filling in the gaps	651
	Static and processual features	652
	Research issues and participants' perspectives	652
	The problem of generality	653
	Qualitative research may facilitate the interpretation of	450
	the relationship between variables	653
	Studying different aspects of a phenomenon	656
	Solving a puzzle	657
	Quality issues in mixed methods research	658
	Key points	660
	Questions for review	660
Chapter 28	E-research: Internet research methods	661
	Introduction	662
	The Internet as object of analysis	662
	Using websites to collect data from individuals	665
	Virtual ethnography	667
	Qualitative research using online focus groups	670
	Qualitative research using online personal interviews	673
	Using Skype	675
	Online social surveys	675
	Email surveys	676
	Web surveys	676
	Mixed modes of survey administration	678
	Sampling issues	679
	Overview	685
	Ethical considerations in e-research	685
	The state of e-research	689
	Key points	689
	Ouestions for review	689

Chapter 29	Writing up business research	691
	Introduction	692
	Writing up your research	693
	Start early	693
	Be persuasive	695
	Get feedback	695
	Avoid sexist, racist, and disablist language	697
	Structure your writing	697
	Writing up quantitative, qualitative, and mixed methods research	700
	An example of quantitative research	700
	Introduction	700
	Theory and hypotheses	702
	Methods	702
	Results	702
	Discussion	702
	Lessons	703
	An example of qualitative research	705
	Introduction	705
	Review of the literature	706
	Methods	706
	Presentation of main themes	706
	Discussion	708
	Implications	709
	Lessons	709
	An example of mixed methods research	709
	Introduction	711
	The Russian context	711
	Organizational culture and effectiveness	711
	Research questions	712
	Testing the model: a comparative study	712
	Taking a closer look: four case studies	712
	Discussion	713
	Lessons	714
	Reflexivity	714
	Writing academically	715
	Checklist	718
	Key points	719
	Questions for review	720
Glossary		721
References		731
	-	
ndex of name	5	758
Subject index		764