

Reading list 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, last revised 2021-10-27.

Litteraturlistan börjar gälla 2022-01-17.

- Best, Joel. (2012). *Damned Lies and Statistics: Untangling Numbers from the Media, Politicians, and Activists*. Berkeley: California University Press. [206 p. ISBN 0-520-21978-3].
- 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. (2015 or later). *Social Research Methods*. Oxford: Oxford University Press. [p. 1-156, s. 160-182, s. 614-625, 180 p. ISBN 9780199689453].
- Flick, Uwe. (2018). *An Introduction to Qualitative Research*. London: Sage. [587 p. 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.
- Rennstam, Jens & Wästerfors, David. (2018). Analyze! Lund: Studentlitteratur. [205 p. ISBN 9789144127057]
- Rose, Gillian. (2012). *Visual Methodologies: an Introduction to Researching with Visual Materials*. London: Sage. [102 p. Chapter 1, 2, 5, 8. ISBN 9780857028884]
- Yin, Robert K. (2013). Validity and Generalization in Future Case Study Evaluations. *Evaluation* 19 (3): 321-332.
- Wagner III, W., & Gillespie, B. (2019). *Using and interpreting statistics in the social, behavioral, and health sciences*. Thousand Oaks, CA: SAGE Publications, Inc. [232 p. ISBN 9781544321110] Doi: 10.4135/9781071814284.
- Zillinger, Malin. (2019). The curious case of digital information search. *Current Issues in Tourism*, 23(3), 276-279. <https://doi.org/10.1080/13683500.2019.1639641>
- Zillinger, Malin. (In press). "Why not study what tourists actually do, instead of asking them what they think they do?" A call for more experiments in tourism and hospitality research. In Shiva Jahani, Seyyed Mostafa Rasoolimanesh, & Fevzi Okumus (ed.). *Contemporary Research Methodology in Hospitality and Tourism*. Emerald. (14 p.).

Total amount of pages: Approx. 1 700.