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Collana	Gale eBooks
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Formato	Materiale a stampa
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	part I. Online research methods -- part II. Designing online research -- part III. Online data capture and data collection -- part IV. The online survey -- part V. Digital quantitative analysis -- part VI. Digital text analysis -- part VII. Virtual ethnography -- part VIII. Online secondary analysis: resources and methods -- part IX. The future of online social research.
Sommario/riassunto	Online research methods are popular, dynamic and fast-changing. Following on from the great success of the first edition, published in 2008, The SAGE Handbook of Online Research Methods, Second Edition offers both updates of existing subject areas and new chapters covering more recent developments, such as social media, big data, data visualization and CAQDAS. Bringing together the leading names in both qualitative and quantitative online research, this new edition is organised into nine sections: 1. Online Research Methods 2. Designing Online Research 3. Online Data Capture and Data Collection 4. The Online Survey 5. Digital Quantitative Analysis 6. Digital Text Analysis 7. Virtual Ethnography 8. Online Secondary Analysis: Resources and

Methods 9. The Future of Online Social Research The SAGE Handbook of Online Research Methods, Second Edition is an essential resource for anyone interested in the contemporary practice of computer-mediated research and scholarship.
