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Managing online interviews and focus groupsSampling and recruitment; Building rapport; Dealing with problems; Analysis; In summary; Further reading; 6 Online ethnographies; Ethnographic methods; Choosing a fieldwork site; Gaining access; Data collection; Archival data; Elicited data; Fieldnote data; Analysis and presentation of ethnographies; In summary; Further reading; 7 Online experiments; Experimental methods in the social sciences; Advantages and disadvantages of experimenting online; Deciding when an online experiment is appropriate; Types of online experiment; Designing experiments Experimental contextConsidering what tools to use; Managing recruitment and avoiding dropout; In summary; Further reading; 8 Where next for online methods?; A changing context for online research methods; Visualizing naturally occurring data; Combining data; The diverse and integrated internet; Allowing participants to really participate; In summary; Further reading; Glossary; Bibliography; Index; A; B; C; D; E; F; G; H; I; L; M; N; O; P; Q; R; S; T; U; V; W

Sommario/riassunto

The massive expansion of the internet into every aspect of our lives creates a challenge for social researchers: can they simply transfer their traditional methods and techniques online or do they need to reinvent research methods for the new environment? As online research becomes increasingly prevalent it becomes more important for researchers to have an answer to these questions and an approach to conducting research online. This book is a straightforward, accessible introduction to social research online. It covers the key issues and concerns for social scientists: online surveys, focus gr
