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Nota di contenuto	PART I: Get the party started right -- 1. Learn to love, not dread, research -- 2. Where do I start? -- 3. Now what do I do? What's a lit review? -- 4. Choosing a method -- PART II: Methodology overviews -- 5. Close textual and thematic analysis -- 6. Content and discourse analysis -- 7. Ethnography, interviews, and focus groups -- 8. Surveys -- 9. Observational methods in practice (participatory-action research, experimental research, theory, and metasynthesis) -- PART III: Data analysis and the final push -- 10. Analyzing qualitative data and making sense of detail -- 11. Analyzing quantitative data and making sense of numbers -- 12. Persuasion, presentation, and publication.