What are research methods, and why are they important?

Research methods are systematic tools used to conduct research. They are the essential tools of the researcher's craft, and increasingly represent core transferable skills for students entering the workplace, where the proven ability to understand statistics or read or conduct a survey are vital business attributes.

**SAGE Research Methods** is an excellent resource for researchers and faculty alike. No self-respecting library should be without it!

- Dr. Paul Baines, Professor of Political Marketing, Cranfield University, UK

If someone needs to know the breadth of the method and what else is related to it, the visualization [on the Methods Map] is right there. It makes exploring and understanding fun.

- Marie Kennedy, Serials and Electronic Resources Librarian, Loyola Marymount University

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The cases:

- Are peer-reviewed
- Are indexed by method, level, or subject
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- Cover dozens of research and statistical methods across the social sciences

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datasets

Master data analysis with hands-on practice

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The datasets:

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"The ability to access both instructional materials and practice datasets from the same online platform will be a satisfying evolutionary step for undergraduates or advanced students seeking to learn about or master research methods...Highly recommended." - *Choice Magazine, May 2016*

Fully integrated on the *SAGE Research Methods* platform.
Bringing research methods and statistics to life

**SAGE Research Methods Video** contains more than 480 videos, including tutorials, case study videos, expert interviews, and more, covering the entire research methods and statistics curriculum.

The videos can help to bring methods to life: instead of reading about how to conduct a focus group, students can watch one in action. Sometimes a concept is hard to grasp through text alone, but by hearing an expert explain it on film and seeing the research technique in action, it becomes clear.

Through these videos students can find extra help and support to guide them through every step of their research project.

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- Are 70% exclusive SAGE content
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- Have been developed in partnership with an esteemed international Editorial Advisory Board and SAGE’s best-selling authors and leading figures in the field
- Offer interviews and tutorials from experts such as Kathy Charmaz, Sara Delamont, David Silverman and Ian Shapiro, and short documentary films made in leading research centers, including NatCen, Ipsos Mori and the Pew Research Centre

Winner of the APEX Award for Excellence 2017

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Practical Research & Academic Skills includes video on:

- Writing a research proposal
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