Contents

List of figures and tables	xiii
Foreword by Chris Gratton	xiv
Preface to the third edition	xvi
Introduction	2
What is 'research'?	3
The characteristics of research	4
Why undertake research?	5
The different types of research	6
Pure and applied research	8
Primary and secondary research	8
Theoretical and empirical research	9
Disciplinary approaches to sport research	9
Some misconceptions about research	10
Understanding sports research	11
How to read research	12
Summary	14
Activity	15
Further reading	16

Introduction	18
The nature of knowledge	19
Quantitative and qualitative research	23
Choosing quantitative or qualitative approaches	26
Mixing quantitative and qualitative data	27
Deductive and inductive research	29
Two broad research traditions	30
What approaches are suitable for my research?	31
Summary	32
Activity	32
About your research project	33
Introduction	35
The research process	35
Planning the research process	40
Summary	42
Activity	42
Further reading	42
Introduction	45
Coming up with a research question	45
Focusing your research question	49
Writing a research proposal	56
Weaknesses in research proposals	57
Summary	58
Activity	59
About your research project	59
Introduction	61
Purposes of the literature review	62

Quantitative and qualitative studies –	
the differing nature of the literature review	63
Sources of literature	64
Finding the literature	65
Focusing your literature search	68
Assessing the literature	70
Assessing internet sites	71
How do I know when I have collected enough literature?	72
Writing up the literature review	73
Structuring your literature review	<i>7</i> 5
Referencing other authors	76
Mistakes often made in the literature review	79
Identifying secondary data	80
How do I know if I have completed my literature review?	82
Summary	82
Activity	83
About your research project	83
Further reading	84
Introduction	86
Theories and theoretical frameworks	86
Considering your approach	88
Choosing an appropriate theory	90
Concepts and conceptual frameworks	91
Types of quantitative measurement	95
Assessing quantitative research	101
The relationship between reliability and validity	105
Enhancing reliability and validity	106
Assessing qualitative research	106
Enhancing the quality of qualitative research	108
Summary	109
Activity	109
About your research project	110
Introduction	112
Experimental designs	113
experimental designs	117

Cross-sectional/survey designs	116
Time series designs	117
Longitudinal designs	118
Case study research	119
Grounded theory designs	121
Action research	121
Ethnography	122
Autoethnography	122
Sampling issues	125
Selecting a sample	126
Determining the sample size	131
Case study sampling	132
Non-response bias	133
What methods should I use to collect data from	
my sample?	134
Triangulation	135
Combining quantitative and qualitative approaches	137
Ethical considerations in research design	137
Assessing the ethics of your research	141
Using ethics to improve your research	142
Summary	142
Activity	143
About your research project	143
Further reading	144
Introduction	146
When is the use of a questionnaire appropriate?	147
Advantages of using questionnaires	148
Disadvantages of using questionnaires	149
Using internet-based questionnaires	149

Disadvantages of using questionnaires 149
Using internet-based questionnaires 149
Designing the questionnaire 152
Ordering the questionnaire 158
Designing internet surveys 159
Enhancing the online survey experience 161
Problems in questionnaire design 162
Piloting the questionnaire 164
Increasing your response rate 169

The covering letter	170
Administering the questionnaire at sporting events	171
Following up non-respondents	172
Summary	173
Activity	173
About your research project	174
Further reading	174
Introduction	176
When is interviewing appropriate?	176
The different types of interview	177
Advantages of interviews	178
Disadvantages of interviews	179
Designing the interview guide	180
Carrying out the interview	182
Phenomenological interviews	185
Narrative interviews	185
Motivating the informant	186
Asking sensitive questions	187
Using visual methods within interviews	188
Recording the interview	188
Maximising the quality of the interview	189
Telephone and online interviews	191
Interviews and sample size	192
The key informant interview	193
Focus groups	195
Summary	197
Activity	197
About your research project	198
Further reading	198

200

201

Introduction

Advantages of unobtrusive methods

Disadvantages of unobtrusive methods

Observation and participant observation	201
When is observation appropriate?	202
Advantages of observational methods	204
Disadvantages of observational methods	205
Carrying out an observational study	206
Recording data	207
Mistakes made in observational studies	209
Content analysis	209
Mistakes made in content analysis	215
Summary	215
Activity	216
About your research project	216
Further reading	217
Introduction	219
Characteristics of ethnography	221
Undertaking a sport ethnography	222
Ethnographic methods	227
Ethical issues in sport ethnography	228
Experiential ethnography	230
Writing the ethnography	231
Ethnography and student research	232
Summary	232
Activity	233
About your research project	233
Further reading	234
Introduction	236
Sources of data	236
Undertaking a 'netnography'	237
Netnographic methods	239
Assessing your data	240
The ethics of online research	241

Summary Activity About your research project Purther reading Introduction The use of computer software in quantitative analysis Data preparation Using SPSS for Windows Analysing data using SPSS for Windows Analysing data using SPSS for Windows Methods of analysis Descriptive statistics Inferential statistics Interpreting your results Tests of association Testing differences Choosing your test Reporting the findings A final word on statistics Mistakes sometimes made in quantitative analysis Summary About your research project Further reading Introduction Stages of qualitative analysis Developing codes and themes Presenting your analysis Computer analysis and qualitative data Ensuring the trustworthiness of your data Summary 286 Activity 286 Activity 286		
About your research project Purther reading Introduction The use of computer software in quantitative analysis Data preparation Using SPSS for Windows Analysing data using SPSS for Windows Methods of analysis Descriptive statistics Inferential statistics Inferential statistics Interpreting your results Tests of association Testing differences Choosing your test Reporting the findings A final word on statistics Inal word on statistics Summary About your research project Further reading Introduction Stages of qualitative analysis Developing codes and themes Presenting your analysis Computer analysis and qualitative data Ensuring the trustworthiness of your data Summary 286	Summary	243
Introduction 246 The use of computer software in quantitative analysis 247 Data preparation 249 Using SPSS for Windows 249 Analysing data using SPSS for Windows 252 Methods of analysis 253 Descriptive statistics 253 Inferential statistics 253 Interpreting your results 259 Tests of association 261 Testing differences 263 Choosing your test 268 Reporting the findings 269 A final word on statistics 270 Mistakes sometimes made in quantitative analysis 270 Summary 271 About your research project 271 Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286	· ·	244
Introduction 246 The use of computer software in quantitative analysis 247 Data preparation 249 Using SPSS for Windows 249 Analysing data using SPSS for Windows 252 Methods of analysis 253 Descriptive statistics 253 Inferential statistics 258 Interpreting your results 259 Tests of association 261 Testing differences 263 Choosing your test 268 Reporting the findings 269 A final word on statistics 270 Mistakes sometimes made in quantitative analysis 270 Summary 271 About your research project 271 Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286	•	244
Introduction 246 The use of computer software in quantitative analysis 247 Data preparation 247 Using SPSS for Windows 249 Analysing data using SPSS for Windows 252 Methods of analysis 253 Descriptive statistics 253 Inferential statistics 258 Interpreting your results 259 Tests of association 261 Testing differences 263 Choosing your test 268 Reporting the findings 269 A final word on statistics 270 Mistakes sometimes made in quantitative analysis 270 Summary 271 About your research project 271 Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286	Further reading	244
Introduction 246 The use of computer software in quantitative analysis 247 Data preparation 247 Using SPSS for Windows 249 Analysing data using SPSS for Windows 252 Methods of analysis 253 Descriptive statistics 253 Inferential statistics 258 Interpreting your results 259 Tests of association 261 Testing differences 263 Choosing your test 268 Reporting the findings 269 A final word on statistics 270 Mistakes sometimes made in quantitative analysis 270 Summary 271 About your research project 271 Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286		
Introduction 246 The use of computer software in quantitative analysis 247 Data preparation 247 Using SPSS for Windows 249 Analysing data using SPSS for Windows 252 Methods of analysis 253 Descriptive statistics 253 Inferential statistics 258 Interpreting your results 259 Tests of association 261 Testing differences 263 Choosing your test 268 Reporting the findings 269 A final word on statistics 270 Mistakes sometimes made in quantitative analysis 270 Summary 271 About your research project 271 Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286		
The use of computer software in quantitative analysis Data preparation 247 Using SPSS for Windows Analysing data using SPSS for Windows 252 Methods of analysis Descriptive statistics Inferential statistics Interpreting your results Tests of association Testing differences Choosing your test Reporting the findings A final word on statistics 270 Mistakes sometimes made in quantitative analysis Summary About your research project Further reading Introduction Stages of qualitative analysis Developing codes and themes Presenting your analysis Computer analysis and qualitative data Ensuring the trustworthiness of your data Summary 249 249 249 249 249 249 249 24		
Data preparation 247 Using SPSS for Windows 249 Analysing data using SPSS for Windows 252 Methods of analysis 253 Descriptive statistics 253 Inferential statistics 258 Interpreting your results 259 Tests of association 261 Testing differences 263 Choosing your test 268 Reporting the findings 269 A final word on statistics 270 Mistakes sometimes made in quantitative analysis 270 Summary 271 About your research project 271 Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286	Introduction	246
Data preparation 247 Using SPSS for Windows 249 Analysing data using SPSS for Windows 252 Methods of analysis 253 Descriptive statistics 253 Inferential statistics 258 Interpreting your results 259 Tests of association 261 Testing differences 263 Choosing your test 268 Reporting the findings 269 A final word on statistics 270 Mistakes sometimes made in quantitative analysis 270 Summary 271 About your research project 271 Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286	The use of computer software in quantitative analysis	247
Using SPSS for Windows Analysing data using SPSS for Windows 252 Methods of analysis Descriptive statistics 253 Inferential statistics 258 Interpreting your results 259 Tests of association 261 Testing differences 263 Choosing your test 268 Reporting the findings 269 A final word on statistics 270 Mistakes sometimes made in quantitative analysis 270 Summary 271 About your research project 271 Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data Summary 286		247
Methods of analysis253Descriptive statistics253Inferential statistics258Interpreting your results259Tests of association261Testing differences263Choosing your test268Reporting the findings269A final word on statistics270Mistakes sometimes made in quantitative analysis270Summary271About your research project271Further reading272Introduction274Stages of qualitative analysis275Developing codes and themes276Presenting your analysis281Computer analysis and qualitative data282Ensuring the trustworthiness of your data283Summary286	Using SPSS for Windows	249
Descriptive statistics 258 Inferential statistics 258 Interpreting your results 259 Tests of association 261 Testing differences 263 Choosing your test 268 Reporting the findings 269 A final word on statistics 270 Mistakes sometimes made in quantitative analysis 270 Summary 271 About your research project 271 Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286	Analysing data using SPSS for Windows	252
Inferential statistics 258 Interpreting your results 259 Tests of association 261 Testing differences 263 Choosing your test 268 Reporting the findings 269 A final word on statistics 270 Mistakes sometimes made in quantitative analysis 270 Summary 271 About your research project 271 Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 268	Methods of analysis	253
Interpreting your results Tests of association Testing differences Choosing your test Reporting the findings A final word on statistics Afinal word on statistics Summary Summary About your research project Further reading Introduction Stages of qualitative analysis 275 Developing codes and themes Presenting your analysis Computer analysis and qualitative data Ensuring the trustworthiness of your data Summary 263 264 275 270 Mistakes sometimes made in quantitative analysis 271 271 271 272 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286	Descriptive statistics	253
Tests of association 261 Testing differences 263 Choosing your test 268 Reporting the findings 269 A final word on statistics 270 Mistakes sometimes made in quantitative analysis 270 Summary 271 About your research project 271 Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286	Inferential statistics	258
Testing differences 268 Choosing your test 268 Reporting the findings 269 A final word on statistics 270 Mistakes sometimes made in quantitative analysis 270 Summary 271 About your research project 271 Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286	Interpreting your results	259
Choosing your test 268 Reporting the findings 269 A final word on statistics 270 Mistakes sometimes made in quantitative analysis 270 Summary 271 About your research project 271 Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286	Tests of association	261
Reporting the findings 269 A final word on statistics 270 Mistakes sometimes made in quantitative analysis 270 Summary 271 About your research project 271 Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286		263
A final word on statistics 270 Mistakes sometimes made in quantitative analysis 270 Summary 271 About your research project 271 Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286	Choosing your test	268
Mistakes sometimes made in quantitative analysis Summary About your research project Further reading Introduction Stages of qualitative analysis Developing codes and themes Presenting your analysis Computer analysis and qualitative data Ensuring the trustworthiness of your data Summary 270 271 272 273 274 275 275 276 276 276 276 276 277 278 278	Reporting the findings	269
Summary 271 About your research project 271 Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286	A final word on statistics	270
About your research project 271 Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286	Mistakes sometimes made in quantitative analysis	270
Further reading 272 Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286	Summary	271
Introduction 274 Stages of qualitative analysis 275 Developing codes and themes 276 Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286	About your research project	271
Stages of qualitative analysis275Developing codes and themes276Presenting your analysis281Computer analysis and qualitative data282Ensuring the trustworthiness of your data283Summary286	Further reading	272
Stages of qualitative analysis275Developing codes and themes276Presenting your analysis281Computer analysis and qualitative data282Ensuring the trustworthiness of your data283Summary286		
Stages of qualitative analysis275Developing codes and themes276Presenting your analysis281Computer analysis and qualitative data282Ensuring the trustworthiness of your data283Summary286		
Stages of qualitative analysis275Developing codes and themes276Presenting your analysis281Computer analysis and qualitative data282Ensuring the trustworthiness of your data283Summary286	Introduction	274
Developing codes and themes276Presenting your analysis281Computer analysis and qualitative data282Ensuring the trustworthiness of your data283Summary286		
Presenting your analysis 281 Computer analysis and qualitative data 282 Ensuring the trustworthiness of your data 283 Summary 286	·	
Computer analysis and qualitative data282Ensuring the trustworthiness of your data283Summary286		
Ensuring the trustworthiness of your data 283 Summary 286		
Summary 286	•	283
,	· ·	
	· ·	

About your research project Further reading	287 287
Introduction	289
Writing the research report	289
Structuring the written report	291
Language and writing style	299
Assessing your own research report	300
Defending your research	303
Presenting your research	304
Presenting a research poster	305
Other ways of reporting your research	307
Summary	308
About your research project	309
Further reading	309
Introduction	311
	311 311
Introduction	
Introduction The types of student research	311
Introduction The types of student research Initial considerations	311 313
Introduction The types of student research Initial considerations What characterises a good piece of student research?	311 313 314
Introduction The types of student research Initial considerations What characterises a good piece of student research? Originality and generalisability	311 313 314 314
Introduction The types of student research Initial considerations What characterises a good piece of student research? Originality and generalisability The research timescale	311 313 314 314 315
Introduction The types of student research Initial considerations What characterises a good piece of student research? Originality and generalisability The research timescale Gaining collaboration and access	311 313 314 314 315 316
Introduction The types of student research Initial considerations What characterises a good piece of student research? Originality and generalisability The research timescale Gaining collaboration and access The role of your tutor	311 313 314 314 315 316 318
Introduction The types of student research Initial considerations What characterises a good piece of student research? Originality and generalisability The research timescale Gaining collaboration and access The role of your tutor Common faults in student research	311 313 314 314 315 316 318 321
Introduction The types of student research Initial considerations What characterises a good piece of student research? Originality and generalisability The research timescale Gaining collaboration and access The role of your tutor Common faults in student research Summary	311 313 314 314 315 316 318 321 322
Introduction The types of student research Initial considerations What characterises a good piece of student research? Originality and generalisability The research timescale Gaining collaboration and access The role of your tutor Common faults in student research Summary About your research project	311 313 314 314 315 316 318 321 322 323