Chapter 3 Research Methodology

This study focused on factors that have positively influenced the model of economic success for commercial and thrift megabanks involved in merger and acquisition activities for the period 1990 - 1997, a period characterized by an unprecedented flurry of merger and acquisition activities among megabanks in the United States. This study identified and measured key independent variables for identifiable mergers and acquisitions among megabanks and tested the extent to which, such independent variables influenced abnormal returns for underlying equities traded in capital markets. This study also tested the hypothesis that megabanks are attracting significantly higher acquisition premiums than the relatively smaller banks. The data collected and the conclusions drawn were based on the logic of a hypothetico-deductive paradigm, which essentially utilized the techniques of the standard event study methodology, and included parameters of the conventional Capital Asset Pricing Model. This study was based on a scientifically determined sample of over 200 banks in the small bank category and between 68 and 86 banks grouped under the megabank category. The findings revealed that megebank acquirers realized negative abnormal returns and that megabank acquirees did not realize economic value significantly greater than acquirers for those banks that integrated on a merger-of-equals basis. The findings also showed that megabanks seemed more willing to pay higher premiums for the right to integrate with other megabanks vis-a-vis the right to integrate with small banks.

Offering a comprehensive overview of qualitative research in a user-friendly format, this book provides an excellent harmony between qualitative theory and the practicalities of actually conducting qualitative research. Exercises offer beginning students the opportunity to explore issues inherent in conducting qualitative inquiry as well as to practice and refine the skills of qualitative researchers. The wealth of examples and exercises in the text is exceptional, as is the writing style. - Publisher.

Focusing on research designs for projects that collect both qualitative and quantitative data, this practical book discusses strategies for bringing qualitative and quantitative methods together so that their combined strengths accomplish more than is possible with a single method. The approach is broadly interdisciplinary, reflecting the interest in mixed methods research of social scientists from anthropology, communication, criminal justice, education, evaluation, nursing, organizational behavior, psychology, political science, public administration, public health, sociology, social work, and urban studies. In contrast to an "anything goes" approach or a naïve hope that "two methods are better than one," the author argues that projects using mixed methods must pay even more attention to research design than single method approaches. The book's practical emphasis on mixed methods makes it useful both to active researchers and to students who intend to pursue such a career.

Making Sense of Social Research Methodology: A Student and Practitioner Centered Approach introduces students to research methods by illuminating the underlying assumptions of social science inquiry. Authors Pengfei Zhao, Karen Ross, Peiwei Li, and Barbara Dennis show how research concepts are often an integral part of everyday life through illustrative common scenarios, like looking for a recipe or going on a job interview. The authors extrapolate from these personal but ubiquitous experiences to further explain concepts, like gathering data or social context, so students develop a deeper understanding of research and its applications outside of the classroom. Students from across the social sciences can take this new understanding into their own research, their professional lives, and their personal lives with a new sense of relevancy and urgency. This text is organized into clusters that center on major topics in social science research. The first cluster introduces concepts that are fundamental to all aspects and steps of the research process. These concepts include relationality, identity, ethics, epistemology, validity, and the sociopolitical context within which research occurs. The second and third clusters focus on data and inference. These clusters engage concretely with steps of the research process, including decisions about designing research, generating data, making inferences. Throughout the chapters, Pause and Reflect open-ended questions provide readers with the space for further inquiry into research concepts and how they apply to life. Research Scenario features in each chapter offer new perspectives on major research topics from leading and emerging voices in methods. Moving from this dialogic perspective to more actionable advice, You and Research features offer students concrete steps for engaging with research. Take your research into the world with Making Sense of Social Research Methodology: A Student and Practitioner Centered Approach.

This book is the outcome of more than 20 years of experience of the author in teaching and research field. The wider scope and coverage of the book will help not only the students/ researchers/professionals in the field of agriculture and allied disciplines, but also the researchers and practitioners in other fields. Written in simple and lucid language, the book would appeal to all those who are meant to be benefitted out of it. All efforts have been made to present "RESEARCH", its meaning, intention and usefulness. The book reflects current methodological techniques used in interdisciplinary research, as illustrated with many relevant worked out examples. Designing of research programme, selection of variables, collection of data and their analysis to interpret the data are discussed extensively. Statistical tools are complemented with real-life examples, making the otherwise complicated subject like statistics seem simpler. Attempts have been made to demonstrate how a user can solve the problems using simple computer-oriented programme. Emphasis is placed not only on solving the problems in various fields but also on drawing inferences from the problems. The importance of instruments and computers in research processes and statistical analyses along with their misuse/incorrect use is also discussed to make the user aware about the correct use of specific technique. In all the chapters, theories are combined with examples, and steps are enumerated to follow the correct use of the available packages like MSEXCELL, SPSS, SPAR1, SAS etc. Utmost care has been taken to present varied range of research problems along with their solutions in agriculture and allied fields which would be of immense use to readers.

Research Methods in Human-Computer Interaction is a comprehensive guide to performing research and is essential reading for both quantitative and qualitative methods. Since the first edition was published in 2009, the book has been adopted for use at leading universities around the world, including Harvard University, Carnegie-Mellon University, the University of Washington, the University of Toronto, HiOA (Norway), KTH (Sweden), Tel Aviv University (Israel), and many others. Chapters cover a broad range of topics relevant to the collection and analysis of HCI data, going beyond experimental design and surveys, to cover ethnography, diaries, physiological measurements, case studies, crowdsourcing, and other essential elements in the well-informed HCI researcher's toolkit. Continual technological evolution has led to an explosion of new techniques and a need for this updated 2nd edition, to reflect the most recent research in the field and newer trends in research methodology. This Research Methods in HCI revision contains updates throughout, including more detail on statistical tests, coding qualitative data, and data collection via mobile devices and sensors. Other new material covers performing research with children, older adults, and people with cognitive impairments. Comprehensive and updated guide to the latest research methodologies and approaches, and now available in EPUB3 format (choose any of the ePub or Mobi formats after purchase of the eBook). Expanded discussions of online datasets, crowdsourcing, statistical tests, coding qualitative data, laws and regulations relating to the use of human participants, and data collection via mobile devices and sensors New material on performing research with children, older adults, and people with cognitive impairments, two new case studies from Google and Yahoo!, and techniques for expanding the influence of your research to reach non-researcher audiences, including software developers and policymakers

This book focuses on feminist research methodology, exploring and analysing its constituting methods, theory, ontology, epistemology, ethics and politics, and research issues relating to women, gender and feminism in Sri Lanka. The book examines ways of meaning-making for the political, ideological and ethical purposes of promoting individual and social change, and constructs an example of feminist research praxis. Using this South Asian country as a case study, the author looks at the means by which researchers in this field inhabit, engage with and represent the multiple realities of women and society in Sri Lanka. In analysing what constitutes feminist research methodology in a transitional country, the book links local research practices with Western feminist approaches, taking into account the commonalities, distinctions and specificities of working in a South Asian context. Engaging with and re-conceptualising three traditionally different types of research - women's studies, gender studies and feminist studies - from a methodological perspective, Feminist Research Methodology provides a framework for researching feminist issues. Applicable at both a local and global level, this original methodological framework will be of value to researchers working in any context.

About the Book: This second edition has been thoroughly revised and updated and efforts have been made to enhance the usefulness of the book. In this edition a new chapter The Computer: Its Role in Research have been added keeping in view of the fact tha

This comprehensive text designed for MBA, MCom, MA (Economics), MA (Sociology) and PhD (Management, Commerce, Economics, and Engineering) courses continues to give complete account of concepts and statistical tools of research methodology in its Second Edition. The textbook also serves as a reference for consultants to carryout projects/consultancies in industries or service organizations. DISTINGUISHING FEATURES OF THE BOOK • Written in an easy to read style • Each technique is illustrated with sufficient number of numerical examples • Gives complete account of statistics and aspects of research methodology • Chapter 8 gives complete account of testing of hypotheses • Design and analysis of experiments, advanced multivariate analysis, multidimensional scaling and conjoint analysis, algorithmic research, models for industries and public systems, simulation are unique to this text. • Graded chapter-end questions NEW TO THIS EDITION Introduction of a chapter on SPSS (Chapter 17), is new to this edition which gives readers an idea to obtain statistics for different techniques presented in this text. The different screenshots for different modules of SPSS applied to suitable example problems on sample session for data creation, reports, descriptive statistics, tables, compare means, general linear model, correlation, simple regression, nonparametric tests, classify, data reduction and graphs help readers to understand the features of SPSS. AUDIENCE • MBA • MCom • MA (Economics) • MA (Sociology) and • PhD (Management, Commerce, Economics, and Engineering)

New researchers, whether on the academic or corporate level, confront challenges when pursuing any kind of research project due to a lack of proper knowledge in the field of research methodology. In general, the challenges evolve from starting a research project, choosing a niche topic, selecting appropriate tools and techniques, organizing paper publications, and presenting the findings. In view of such difficulties, this book will help new scholars gain command of the contemporary practices for conducting research. Chronologically, the book defines the various types of research, including classifications, describes the five simple steps for carrying out research along with explanations, and discusses the tools and techniques used to carry out a research project in a systematic manner. Consequently, it distinguishes between different publications (such as conference or journal paper, book chapter, and book). In addition, it sheds light on writing practices and presents valuable tips for researchers, new to the field, to avoid common mistakes. This volume brings clarity with comprehensive insight to the phenomenon of research methodology based on contemporary approaches. For academic scholars, this book finds solutions for many unsolved issues which may arise while carrying out research. It also presents additional insights into the nuances of research methods on a professional level for practitioners. Furthermore, for students, this book aids in understanding the direction to follow in the exploration of research design.

The aim of this book is to provide a better understanding with as to how to coordinate and improve decisions about product life cycle, process and supply chain design to improve new product development. The conclusions are based upon original research of supply chain management and new product development in numerous industries.

Addressing one of the key challenges facing doctoral students, Completing Your Qualitative Dissertation by Linda Dale Bloomberg and Marie Volpe fills a gap in qualitative literature by offering comprehensive guidance and practical tools for navigating each step in the qualitative dissertation journey, including the planning, research, and writing phases. Blending the conceptual, theoretical, and practical, the book becomes a dissertation in action—a logical and cohesive explanation and illustration of content and process.

The Third Edition maintains key features that distinguish its unique approach and has been thoroughly updated and expanded throughout to reflect and address recent developments in the field.

This comprehensive Handbook is aimed at both academic researchers and practitioners in the field of research. The book's 8 chapters, provide in-depth coverage of research methods based on the revised syllabus of various universities especially considering the students of under graduate, post graduate and doctorate level. This book is a product of extensive literature survey made by the authors. The authors have made sincere efforts to write the book in simple language. The book comprises all the aspects according to new syllabus of PCI and APJ Abdul Kalam Technical University, Lucknow. Though this book is intended for the use of pharmacy students of any level yet it can also be useful to students of applied fields and medical students. The book deals with interdisciplinary fields such as finding research problems, writing research proposals, obtaining funds for research, selecting research designs, searching the literature and review, collection of data and analysis, preparation of thesis, writing research papers for journals, citation and listing of references, preparation of visual materials, oral and poster presentation in conferences, minutes of meetings, and ethical issues in research. At the end of every chapter and book some questions related to chapter have been mentioned for the support of students to understand the subject. Valuable suggestions for the improvement of this book are most welcome.

A doctoral dissertation is arguably the most important journey that students will embark upon in their professional careers, so smart travelers will want E. Alana James and Tracesea H. Slater's Writing Your Doctoral Dissertation or Thesis Faster: A Proven Map to Success at their fingertips. James and Slater identify the key places and challenges that create extra stress during the dissertation process, and offer effective strategies and tools to address those challenges and ensure academic success. Their map walks readers through each step of the process, including: • determining the research topic, • choosing appropriate methods, • turning a hypothesis into a study, • completing a literature review, • writing and defending a proposal, • collecting and analyzing data, • writing up the study, and • ultimately defending the dissertation. Building on years of experience with doctoral students, the authors provide a comprehensive, yet easy-to-use tool that encourages student reflection; includes student stories, hints, and writing tips; and provides end-of-chapter checklists and ideas for incorporating social media. With the proven techniques and guidance of this indispensable and applied book, doctoral students will finish their thesis or dissertation—faster!

India is especially suitable for agricultural products, its vast plains containing alluvial soil with rich natural contents. The major economy of India is based on agricultural products. The green revolution in India brought high hopes for Indian farmers. Several new scientific information helped crop production to grow by leaps and bounds: the more researches, the more intricacies. Further knowledge of pests makes scientists consider several new solutions. The use of chemicals was immediately adopted to decimate the population of pests and, at first, good results were obtained. But later on, harmful effects of the pesticides became known. It was realized later on that the regular use of chemicals in pesticides is extremely dangerous for human health. Generally, chemical pesticides are used to curb the harmful effects of insects and pests. But the immediate gain of this process has an adverse effect on the environment in the long run. Regular use of chemicals leads to insecticide resistance. Then, biodiversity is distributed by pest resurgence and pesticide residues. So, the immediate gain of one generation creates serious problems for the next generation. To sustain agriculture towards its natural mode some new solutions are to be traced. The solution to reduce pesticides is present in the preference for biological management. Predators and parasitoids may be used as natural enemies. In order to gain control over the thrips pests by less harmful means for the agricultural crops, more research work needs to be done. Certain other methods have to be explored in favour of the environment, biodiversity and other useful flora and fauna. We need to maintain the tritrophic interactions in which eating relationships between several species may be traced for biological control.

Martin Bergaus investigated Service Delivery Platforms (SDP), focussing on their challenges and design aspects from a user's perspective. Qualitatively he incorporated user experience in SDP research, developing a Grounded Theory (GT) then set out parameters needed when developing SDP investigations from a user viewpoint, before technical implementation. This study indicates usability factors for future SDP systems and contributes to the exploratory framework represented by the six GT categories. The results of this study benefit Information Systems (IS) experts developing SDP based ICT systems and those interested in practical applications of GT.

A previous AJN Book-of-the-Year Award winner, Burns & Grove's The Practice of Nursing Research: Appraisal, Synthesis, and Generation of Evidence, 9th Edition is the trusted resource for those wanting to master the research methods that are foundational to evidence-based practice. This highly respected textbook covers how to appraise and apply existing research evidence, as well as how to participate in research and quality improvement projects. This new 9th edition has been extensively updated to reflect today's focus on online research in the digital era and includes clear, step-by-step guidelines for all major quantitative and qualitative research approaches — including supporting examples from the latest high-quality literature. There's also new content on translational research, coverage of the most current research tools and techniques, and an increased use of illustrations, tables, and other visuals to help engage visually oriented readers of all levels. Coverage of quantitative, qualitative, and other research methodologies provides a solid foundation to conduct, appraise, and apply research evidence to the realities of today's clinical practice. Balanced coverage of qualitative and quantitative methods addresses the qualitative research methodologies that are often the starting point of research projects, particularly in magnet hospitals and DNP programs. Clear, comprehensive coverage is organized into five units that include: an introduction to nursing research; coverage of the research process; application for evidence-based health care; how to analyze data, determine outcomes, and disseminate research; and how to propose and seek funding for research. Strong emphasis on evidence-based practice addresses this key graduate-level QSEN competency and reinforces how to generate research evidence and appraise and synthesize existing research for application to clinical practice. Rich examples from nursing literature bring research principles to life. Emphasis on the most currently used research methodologies focuses on the methods used in both quantitative research and qualitative research, as well as outcomes research and mixed-methods research. Coverage of digital data collection examines the use of online research tools. Quick-reference summaries include a table of research methods inside the front cover and a list of types of research syntheses (with definitions) inside the back cover. Helpful user resources are included with each new text purchase on the companion Evolve website and feature 400 interactive review questions along with a library of 10 full-text research articles. "Students of many ilks will benefit from re-imagining Alzheimer's from the perspective of affected elders and their caregivers." - Peter Whitehouse, Case Western Reserve University

Lecturers/instructors - request a free digital inspection copy here This dynamic guide to doing literature reviews demystifies the process in seven steps to show researchers how to produce a comprehensive literature review. Teaching techniques to bring systematic thoroughness and reflexivity to research, the authors show how to achieve a rich, ethical and reflexive review. What makes this book unique: Focuses on multimodal texts and settings such as observations, documents, social media, experts in the field and secondary data so that your review covers the full research environment Puts mixed methods at the centre of the process Shows you how to synthesize information thematically,

rather than merely summarize the existing literature and findings Brings culture into the process to help you address bias and understand the role of knowledge interpretation, guiding you through Teaches the CORE of the literature review – Critical thinking, Organization, Reflections and Evaluation – and provides a guide for reflexivity at the end of each of the seven steps Visualizes the steps with roadmaps so you can track progress and self-evaluate as you learn the steps This book is the essential best practices guide for students and researchers, providing the understanding and tools to approach both the 'how' and 'why' of a rigorous, comprehensive, literature review.

This book is a must have for everyone in education, be it postgraduate students undertaking a research degree, whether it is a PhD or a Master's degree by research, undergraduate students preparing for their Final Year Project, teachers and even education officers. Writing a research proposal which seems like a daunting endeavour will be pleasureable experience with the advice, tips and strategies provided in this book.

TRB's Airport Cooperative Research Program (ACRP) Research Report 173: Use and Potential Impacts of AFFF Containing PFASs at Airports explores the potential environmental and health impacts of per- and polyfluoroalkyl substances (PFASs) typically found in aqueous film-forming foams (AFFFs). The report describes methods that can be used to identify areas of potential concern at an airport and ways to implement management and remediation practices.

Well-organized and well-referenced, this book gives a clear presentation of heuristic methodology as a systematic form of qualitative research. Investigators of human experiences will find this book invaluable as a research guide. The author illustrates how heuristic concepts and processes form components of the research design and become the basis for a methodology. There is a clear explanation of how heuristic inquiry works in practice and the actual process of conducting a human science investigation is described in detail.

This book focuses on reflective writing as a way to guide teachers to recognise their leadership strengths and develop as leaders. It explores leadership considerations in a range of teaching contexts, with each chapter raising diverse issues for aspiring leaders.

Lecturers/instructors - request a free digital inspection copy here In the Second Edition of this textbook designed for new researchers, Uwe Flick takes readers through the process of producing a research project. The book gives readers the fundamental data collection and analysis skills that they need for their first project, as well as a good understanding of the research process as a whole. It covers both quantitative and qualitative methods, and contains plenty of real-life examples from the author's own research. The book will help readers to answer questions such as: why do social research in the first place? how do I develop a researchable question? what is a literature review and how do I conduct one? how could I collect and analyze data? what if I want to do my research online? Available with Perusall—an eBook that makes it easier to prepare for class Perusall is an award-winning eBook platform featuring social annotation tools that allow students and instructors to collaboratively mark up and discuss their SAGE textbook. Backed by research and supported by technological innovations developed at Harvard University, this process of learning through collaborative annotation keeps your students engaged and makes teaching easier and more effective. Learn more.

Indigenous students remain one of the least represented populations in higher education. They continue to account for only one percent of the total post-secondary student population, and this lack of representation is felt in multiple ways beyond enrollment. Less research money is spent studying Indigenous students, and their interests are often left out of projects that otherwise purport to address diversity in higher education. Recently, Native scholars have started to reclaim research through the development of their own research methodologies and paradigms that are based in tribal knowledge systems and values, and that allow inherent Indigenous knowledge and lived experiences to strengthen the research. Reclaiming Indigenous Research in Higher Education highlights the current scholarship emerging from these scholars of higher education. From understanding how Native American students make their way through school, to tracking tribal college and university transfer students, this book allows Native scholars to take center stage, and shines the light squarely on those least represented among us.

As an undergraduate student, you should carry out a research to be qualified for a bachelor degree. Yet, research can be a major stumbling block for a student to achieve his/her goal. However, research should not hinder you to attain your aim. It only takes a little understanding and practice. This book describes almost everything you need to carry out a research assignment, as well as some techniques, concepts and conventions for writing a scientific paper. And more importantly, it has ample samples and practices. The objective of this book is to guide you step by step, little by little to design your research and finally write your very own thesis proposal. I sincerely wish that you could take advantage of this book and begin your journey to greatness. Happy researching and writing!

Written specifically for students with no previous experience of research and research methodology, the Third Edition of Research Methodology breaks the process of designing and doing a research project into eight manageable steps and provides plenty of examples throughout to link theory to the practice of doing research. The book contains straightforward, practical guidance on: - Formulating a research question - Ethical considerations - Carrying out a literature review - Choosing a research design - Selecting a sample - Collecting and analysing qualitative and quantitative data - Writing a research report The third edition has been revised and updated to include extended coverage of qualitative research methods in addition to the existing comprehensive coverage of quantitative methods. There are also brand new learning features such as reflective questions throughout the text to help students consolidate their knowledge. The book is essential reading for undergraduate and postgraduate students in the social sciences embarking on qualitative or quantitative research projects.

First published in 2000. Managers who are able to conceptualize and align management systems with business strategy are more likely to achieve on-the-job results, receive higher performance appraisals, and move up in the organization. This in-depth study of senior, middle and first-line managers examines how successful managers use management systems to achieve high productivity and innovation in their areas of responsibility. In today's fast-paced, dynamic and highly competitive work environment, organizations strive to attract and develop strong leaders and managers. Executive, human resource specialists, organization development and training professionals are vitally interested in learning what qualities or characteristics the best leaders and managers exhibit, and how to develop those qualities in their existing workforce. While previous research has focused on the qualities of strong leader/managers primarily in senior or first-line management positions, this book reports the results of a comprehensive analysis of successful senior, middle and first-line managers in a high technology company. In this book, the reader will learn how the best managers define management systems and align those systems with business strategy in ways that achieve desired business results, and identify them as the leaders of the future.

With the development of the "long war," the U.S. military's focus has shifted dramatically from its traditional emphasis on conventional operations to irregular and indirect approaches to safeguard America's vital interests. One of the least understood aspects of Irregular Warfare is Unconventional Warfare (UW), which includes operations conducted through, with or by indigenous forces and provides the U.S. with an indirect means of accomplishing its objectives. This thesis examines the current ability of Special Operations Forces to conduct UW with air support, specifically air support provided by Air Force Special Operations Command (AFSOC). This thesis examines the questions—Does AFSOC currently have airpower assets with the capability to support UW operations with mobility, resupply, and fires? Three case studies were used to examine airpowers role in UW: Allied support to the French resistance in WWII, United States support to the Hmong during the conflict in Laos and a hypothetical scenario using AFSOC's current capabilities. The three case studies were examined using the evaluation criteria of effectiveness, efficiency and unity of effort. The analysis found that AFSOC could currently support UW operations, but effectiveness would be limited by a number of factors.

IT Investment in Developing Countries: An Asse4ssment of Practical Guideline offers an assessmentof the effectiveness of IT investment in

developing countries. It quantifies IT investment expenditures and the problem of measuring the intangible benefits of IT.

Grounded Theory is by far the most widely used research method across a wide range of disciplines and subject areas, including social sciences, nursing and healthcare, medical sociology, information systems, psychology, and anthropology. This handbook gives a comprehensive overview of the theory and practice of Grounded Theory, taking into account the many attempts to revise and refine Glaser and Strauss' original formulation and the debates that have followed. Antony Bryant & Kathy Charmaz bring together leading researchers and practitioners of the method from the US, the UK, Australia and Europe to represent all the major standpoints within Grounded Theory, demonstrating the richness of the approach. The contributions cover a wide range of perspectives on the method, covering its features and ramifications, its intricacies in use, its demands on the skills and capabilities of the researcher and its position in the domain of research methods. The SAGE Handbook of Grounded Theory is an indispensable reference source for academics and researchers across many disciplines who want to develop their understanding of the Grounded Theory method.

This book investigates the impact of culture-based learning among secondary school children in India. The bias of cultural values can determine a student's learning preference. This study reflects that students have the potential to adapt and develop their learning styles according to society, family, religion, and cultural demands. While traditional values are against certain types of students, there is still hope for strategic change by stimulating educators to transform the way students should be allowed to learn.

Designing and writing a qualitative dissertation methodology chapter can be done! Qualitative Dissertation Methodology: A Guide for Research Design and Methods functions as a dissertation advisor to help students construct and write a qualitative methodological framework for their research. Drawing from the challenges author Nathan Durdella has experienced while supervising students, the book breaks down producing the dissertation chapter into smaller pieces and goes through each portion of the methodology process step by step. With a warm and supportive tone, he walks students through the process from the very start, from choosing chairs and developing qualitative support networks to outlining the qualitative chapter and delving into the writing. By the end of the book, students will have completed the most challenging chapter of a qualitative dissertation and laid a strong foundation for the rest of their dissertation work. Corresponding videos featuring the author help concepts come alive for your students. Learn more: Developing Skills in Formulating Qualitative Research Questions Key Skills in Writing a Qualitative Research Proposal Available with Perusall—an eBook that makes it easier to prepare for class! Perusall is an award-winning eBook platform featuring social annotation tools that allow students and instructors to collaboratively mark up and discuss their SAGE textbook. Backed by research and supported by technological innovations developed at Harvard University, this process of learning through collaborative annotation keeps your students engaged and makes teaching easier and more effective. Learn more.

Phishing is one of the most widely-perpetrated forms of cyber attack, used to gather sensitive information such as credit card numbers, bank account numbers, and user logins and passwords, as well as other information entered via a web site. The authors of A Machine-Learning Approach to Phishing Detetion and Defense have conducted research to demonstrate how a machine learning algorithm can be used as an effective and efficient tool in detecting phishing websites and designating them as information security threats. This methodology can prove useful to a wide variety of businesses and organizations who are seeking solutions to this long-standing threat. A Machine-Learning Approach to Phishing Detetion and Defense also provides information security researchers with a starting point for leveraging the machine algorithm approach as a solution to other information security threats. Discover novel research into the uses of machine-learning principles and algorithms to detect and prevent phishing attacks Help your business or organization avoid costly damage from phishing sources Gain insight into machine-learning strategies for facing a variety of information security threats

The successful collection of data is a key challenge to obtaining reliable and valid results in applied linguistics research. Data Collection Research Methods in Applied Linguistics investigates how research is conducted in the field, encompassing the challenges and obstacles applied linguists face in collecting good data. The book explores frequently used data collection techniques, including: * interviews and focus groups * observations * stimulated recall and think aloud protocols * data elicitation tasks * corpus methods * questionnaires * validated tests and measures Each chapter focuses on one type of data collection, outlining key concepts, threats to reliability and validity, procedures for good data collection, and implications for researchers. The chapters also include exemplary research projects, showcasing and explaining for readers how the technique was used to collect data in a successfully published study. This book is an essential resource for both novice and experienced applied linguists tackling data collection techniques for the first time.

Nowadays, we have many research books. But, this is a book with a difference in that it seeks to equip research lecturers and students with the essentials of research and academic writing. By its very nature, this book ensures that its readers can smoothly better their research knowledge and academic writing skills. This book's simplicity and clarity guarantee that one's effort to peruse it cannot be futile. It is a must-read book for anyone interested in research and academic writing.

For many students, doing research is often a joyless struggle. This book provides practical advice on how to do research in a concise way. It uses classic examples to show how experts conduct their research in different fields, allowing this book to be used in different disciplines. Research Methods: A Practical Guide for Students and Researchers provides a practical guide to students and researchers on how to do their research systematically and professionally. The book begins by distinguishing between causal and interpretive sciences. It then guides the reader on how to formulate the research question, review the literature, develop the hypothesis or theoretical framework, select a suitable research methodology, and analyze both quantitative and qualitative data. The book emphasizes integration. It does not merely provide a smorgasbord of research designs, data collection methods, and ways to analyze data. Instead, it shows how one can integrate these elements into a coherent research strategy.

In the first book ever published on Indigenous quantitative methodologies, Maggie Walter and Chris Andersen open up a major new approach to research across the disciplines and applied fields. While qualitative methods have been rigorously critiqued and reformulated, the population statistics relied on by virtually all research on Indigenous peoples continue to be taken for granted as straightforward, transparent numbers. This book dismantles that persistent positivism with a forceful critique, then fills the void with a new paradigm for Indigenous quantitative methods, using concrete examples of research projects from First World Indigenous peoples in the United States, Australia, and Canada. Concise and accessible, it is an ideal supplementary text as well as a core component of the methodological toolkit for anyone conducting Indigenous research or using Indigenous population statistics.