SAGE Research Methods

Anna Lech at Library of the University of Latvia 09.05.2013
Setting the stage – What are Research Methods?

Research Methods are the recognized, systematic techniques to gather information and test theories in the social and behavioral sciences.
Setting the stage – Why are they important?

- The study of these methods helps researchers gather data in an accepted manner in order to produce accurate results.
- Without research we have no way of confirming what we think we know.
- Replication of research is needed in order to validate findings.
- Broadly applicable to all social and behavioral science disciplines.
Setting the stage – SAGE is market leader in Research Methods

- Research methods have always been at the core of SAGE’s publishing program
- George McCune and Sarah Miller McCune founded SAGE in 1965
- SAGE’s first methods book, *Public Policy Evaluation* was published in 1970
Research Methods at SAGE

Research methods was an emerging field and SAGE spotted an area where we could fill a large need in publishing

Filled a gap!
Research Methods at SAGE

- **QASS series** – “Little Green Books”
  - *Quantitative Applications in the Social Sciences* launched in 1976
- In the 1980s SAGE invested heavily in publishing qualitative methods titles at a time when the field was regarded as outside of the mainstream
  - “Little Blue Books” – *Qualitative Research Methods* series
  - 1994 publication of the first edition of Denzin & Lincoln’s qualitative research handbook
- **SAGE launched the *Journal of Mixed Methods Research*** in 2007
48 years and two million Little Green Books later, SAGE continues to push the boundaries with a growing list of more than 1,200 research methods books, journals, and reference works across the social, behavioral, and health sciences.
The next logical step…

- Assembled a SAGE research methods Editorial Board
- Conducted market research
- Discovered there was a real need for more research methods material to be online
- Our focus in online delivery should be to support browse and discovery
- Desire for content to support a breadth of queries from a wide range of researchers
Launched in January 2011
SAGE Research Methods – Content and Features

Content
- 175,000+ pages of book, journal and reference material
- Over 720 books
- Specially commissioned videos
- Links to free web resources
- 54 titles added in 2013
- 20+ videos will be added

Product Features
- Search
- Methods Map
- Methods Lists
- Methods Collections
- Content Recommendation Engine
- Integration with Methodspace
- About this Title / Author
- Evolving functionality year on year in response to user needs
What’s new in 2013?

● New content
  • 54 new titles including 4 major works – view complete title list
  20 new videos will be released this year

● New features
  • Specially commissioned videos from leading SAGE authors now have improved pages with the following features:
    • Closed captioning
    • Author profile
    • Option to view journal articles on SAGE Journals and Google Scholar by the same author
    • Book landing pages now include key information for all books
    • Behind-the-scenes site map for Google – improved discoverability
What’s new in 2013?

- **Awards and Reviews**
  - *SAGE Research Methods* selected as *Choice* Outstanding Academic Title for 2012
  - *SAGE Research Methods* receive 4-star review from Charleston Advisor

- **New training videos**
  - *Tutorials* page includes a set of new videos that will support the use of specific features and functionality of *SAGE Research Methods*
Getting Started with Your Research

Do you know which method you want to use to answer your research question?

Start out by doing a Quick Search on this method from the box in the upper left of every page. Use the Advanced Search feature for creating a more targeted query. Search results will include relevant books, book chapters, dictionary and encyclopedia entries, videos, or journal articles from over 175,000 pages of renowned SAGE content in research methods.

Not sure which method to use in your research?

Start by exploring the Methods Map. You can use the Methods Map to discover new methods or discover relationships between methods, and then link to related content.

Visit the Help page or watch a video tutorial to learn more about how to use the tools on SAGE Research Methods in your research.

Become a member to save and share research. Sign up for a free account.
Unique taxonomy

- SAGE developed a new taxonomy of social science research methods to support this product

- Containing over 1,400 unique terms this is, to our knowledge, the most comprehensive taxonomy of its kind

- Every chapter and reference entry has been tagged with terms from the ontology, an operation that has been editorially reviewed for every single item

- This one-of-a-kind taxonomy links together SAGE’s content like never before
The taxonomy supports the following core areas, and includes not only methods terms and concepts, but also key people in the field.

- Philosophies and Concepts
- Quantitative Methods
- Qualitative Methods
- Mixed Methods
- Research Design
- Literature Review
- Writing Up
The ‘methods map’ visualizes relationships between methods terms, concepts, people and literature, supported by a newly developed taxonomy for social science research methods.

**SAGE Research Methods** allows you to create a visual search “map” from the taxonomy that links methods or authors. The Methods Map has a save/download/print feature and a breadcrumb trail beneath it to easily return to a previous place in the search.
This node is higher in the hierarchy than the Central node.

Navigate
Click on the nodes to move through the map. The Central node is the node you are viewing, the nodes to the left are higher in the hierarchy, the nodes to the right are lower.

These nodes are lower in the hierarchy than the Central node.
Key content

• The full 170+ title “Little Green Books” collection
• Over 175,000 pages of content
• Over 720 book and reference titles
• 140+ journal articles
• 25+ videos

Full title list available here
“Little Green Books”
Qualitative Applications in the Social Sciences series
Specially commissioned videos with SAGE authors
Search Results page
Methods-in-Action

Search Widget

Users can see the latest research that uses the methodology they’re considering using for their own research project.

This search widget allows you to type a methodology into this widget and drastically expand your research experience by exploring articles on the SAGE Journals platform.
Methods Lists

- Create lists with selected book, journal, reference or video content
- Share a list with others by making it public
  - Teachers can share reading materials with students
  - Researchers who are collaborating can easily communicate their findings
  - The community can provide a new level of recommendations
- Search other users’ lists
- Lists from key SAGE research methods authors that have compiled content in key topics
Librarian friendly features include:

- COUNTER Compliant Usage Statistics
- MARC Records
- OpenURL Compliance
- DOIs for book chapters registered with CrossRef
SAGE Research Methods Awards and Reviews

• Selected as *Choice* Outstanding Academic Title for 2012

• Scored 4/5 stars in Advisor Reviews from *The Charleston Advisor*, October 2012

• 2011 Magnum Opus Gold Award for Best Navigation
  Awarded for content and methods map, for an electronic and web publication

• 2011 Apex Award
  Awarded this for a “one-of-a-kind” electronic and web publication

• Highly recommended for libraries by *Choice*
  Highly recommended for upper-level undergraduates through researchers/faculty.
The Charleston Advisor
October 2012

“With content from hundreds of dictionaries, encyclopedias, and handbooks (including the “Little Green Book” and “Little Blue Book” series) along with journal content and videos, SRM provides both broad and deep access to quality resources for social and health sciences researchers… An in-depth taxonomy and item-level tagging help with searching, while the Methods Map and Methods List are dynamic and useful resources.”

– Amy Hoseth, Associate Professor and Liaison Librarian, Colorado State University
Choice Review

“The SAGE Research Methods database provides students of research methods and researchers with a wealth of information about research in both theoretical and practical terms. Yet it is more than a simple compilation of e-books. The clean interface offers both standard search options and the Methods Map. The latter is an innovative visualization tool that maps the relationships between methods…Highly recommended. Upper-level undergraduates through researchers/faculty”
Additional resources
Welcome, SRMO at Methodspace!

**Latest Activity**

**Methods Term of the Week... Delphi technique**  
Feb 7

*Delphi technique* - A predictive method for obtaining consensus among a group of experts, often used as a means of problem solving, decision making and/or forecasting. “For more information on this term or thousands of others...”  
See More

Blog post by **SRMO at Methodspace**  Feb 7  
0 Comments

**Methods Term of the Week... Triangulation**  
Jan 30

*Triangulation* - Triangulation involves the attempt to combine multiple methods, measures, methodologies, or theories in a variety of ways often to cross-check findings, often on the assumption that the weaknesses of any single such element will be compensated by the strengths of others...  
See More

Blog post by **SRMO at Methodspace**  Jan 30  
1 Comment

**Calling All Users: Are the Tags in SRMO Lists Useful?**

We are trying to evaluate how useful it is to expose list tags when you are looking for lists on the SRMO Lists home page. Here is an example of the tag display on the SAGE Authors List! Here is another example from one of the public lists...  
See More

Blog post by **SRMO at Methodspace**  Jan 25  
2 Comments
Purchasing options

● 6 year purchase model:
  • Access to platform features and content for 6 years
  • Includes all annual content and platform updates
  • After 6 years:
    • Customer may host the purchased content themselves
    • Customer may renew their purchase
    • We can host the content for them (hosting fee applies)

● Annual subscription model:
  • Subscriptions run January to December
  • Subscription will be pro rated for purchases during the year
Questions? Contact us!

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