



Sports Coaching Package Brunel University: Research Methods for Sports Studies

Chris Gratton, Ian Jones

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This comprehensive and accessible textbook offers a complete grounding in both qualitative and quantitative research methods for the sports studies student. The book offers the reader a step-by-step guide to the research process, from designing a research project, to collecting and analysing data, to reporting the research, all of which is richly illustrated with sport-related case-studies and examples. The book covers key topics such as:

- conceptual Models
- qualitative research methods
- choosing an appropriate research design
- undertaking a literature review
- the key research methods such as questionnaires, interviews, content analysis and ethnographic studies.
- analysing data, including an introduction to SPSS, as well as guides to descriptive and inferential statistics
- writing a research report
- the internet as a research tool

A much needed book with no competitor titles, this should be essential reading for all undergraduates in sports studies.



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