

Contents

Acknowledgments	ix
Part I. Introduction	
1. Using Research Results to Improve Practice in the Information Professions <i>Barbara M. Wildemuth</i>	3
Part II. The Questions Asked	
2. Developing a Research Question <i>Barbara M. Wildemuth</i>	11
3. Questions Originating in Library and Information Practice <i>Barbara M. Wildemuth</i>	21
4. Descriptions of Phenomena or Settings <i>Barbara M. Wildemuth</i>	27
5. Testing Hypotheses <i>Barbara M. Wildemuth</i>	33
6. Questions Related to Theory <i>Chad Morgan and Barbara M. Wildemuth</i>	40
Part III. Research Designs and Sampling	
7. Case Studies <i>Songphan Choemprayong and Barbara M. Wildemuth</i>	51
8. Naturalistic Research <i>Abe J. Crystal and Barbara M. Wildemuth</i>	62

9. Longitudinal Studies <i>Barbara M. Wildemuth</i>	73
10. Delphi Studies <i>Lili Luo and Barbara M. Wildemuth</i>	83
11. Quasi-experimental Studies <i>Carolyn Hank and Barbara M. Wildemuth</i>	93
12. Experimental Studies <i>Barbara M. Wildemuth and Leo L. Cao</i>	105
13. Sampling for Extensive Studies <i>Barbara M. Wildemuth</i>	116
14. Sampling for Intensive Studies <i>Barbara M. Wildemuth and Leo L. Cao</i>	129
15. Studying Special Populations <i>Carol L. Perryman and Barbara M. Wildemuth</i>	138
Part IV. Methods for Data Collection	
16. Historical Research <i>Chad Morgan and Barbara M. Wildemuth</i>	147
17. Existing Documents and Artifacts as Data <i>Barbara M. Wildemuth</i>	158
18. Transaction Logs <i>Laura Sheble and Barbara M. Wildemuth</i>	166
19. Think-aloud Protocols <i>Sanghee Oh and Barbara M. Wildemuth</i>	178
20. Direct Observation <i>Barbara M. Wildemuth</i>	189
21. Participant Observation <i>Barbara M. Wildemuth</i>	199
22. Research Diaries <i>Laura Sheble and Barbara M. Wildemuth</i>	211
23. Unstructured Interviews <i>Yan Zhang and Barbara M. Wildemuth</i>	222
24. Semistructured Interviews <i>Lili Luo and Barbara M. Wildemuth</i>	232
25. Focus Groups <i>Barbara M. Wildemuth and Mary Wilkins Jordan</i>	242
26. Survey Research <i>Carolyn Hank, Mary Wilkins Jordan, and Barbara M. Wildemuth</i>	256

27. Measuring Cognitive and Affective Variables <i>Barbara M. Wildemuth</i>	270
28. Developing New Measures <i>Songphan Choemprayong and Barbara M. Wildemuth</i>	278
Part V. Methods for Data Analysis	
29. Content Analysis <i>Kristina M. Spurgin and Barbara M. Wildemuth</i>	297
30. Qualitative Analysis of Content <i>Yan Zhang and Barbara M. Wildemuth</i>	308
31. Discourse Analysis <i>Barbara M. Wildemuth and Carol L. Perryman</i>	320
32. Analytic Induction <i>Kristina M. Spurgin and Barbara M. Wildemuth</i>	329
33. Descriptive Statistics <i>Barbara M. Wildemuth</i>	338
34. Frequencies, Cross-tabulation, and the Chi-square Statistic <i>Barbara M. Wildemuth</i>	348
35. Analyzing Sequences of Events <i>Barbara M. Wildemuth</i>	361
36. Correlation <i>Barbara M. Wildemuth</i>	375
37. Comparing Means: <i>t</i> Tests and Analysis of Variance <i>Abe J. Crystal and Barbara M. Wildemuth</i>	383
Part VI. Conclusion	
38. Putting It All Together <i>Barbara M. Wildemuth</i>	395
Index of Authors of Examples Discussed	405
Subject Index	409
About the Contributors	419