

Online research methods are popular, dynamic and fast-changing. Following on from the great success of the first edition, published in 2008, *The SAGE Handbook of Online Research Methods*, second edition, offers updates of existing subject areas and new chapters covering more recent developments, such as social media, big data, data visualization and CAQDAS.

Bringing together the leading names in both qualitative and quantitative online research, this new edition is organised into nine parts:

- I ONLINE RESEARCH METHODS
- II DESIGNING ONLINE RESEARCH
- III ONLINE DATA CAPTURE AND DATA COLLECTION
- IV THE ONLINE SURVEY
- V DIGITAL QUANTITATIVE ANALYSIS
- VI DIGITAL TEXT ANALYSIS
- VII VIRTUAL ETHNOGRAPHY
- VIII ONLINE SECONDARY ANALYSIS: RESOURCES AND METHODS
- IX THE FUTURE OF ONLINE SOCIAL RESEARCH

*The SAGE Handbook of Online Research Methods*, second edition is an essential resource for all social science students and researchers interested in the contemporary practice of computer-mediated research and scholarship.

*Online research methods are exploding in variety and importance. This new SAGE Handbook provides a much-needed comprehensive treatment of this dynamic and exciting field. From big data, semantic mining, AI, simulations, and visualizations to online focus groups, interviewing, ethnography, video-based research, and much more besides, this volume has everything you need for a broad and deep exploration of the new world of research online.*

**Robert Kozinets, Jayne and Hans Hufschmid Chair of Strategic Public Relations, USC Annenberg**

*In 2008 with the first and very successful edition of the Handbook, online research was characterized by its 'newness' and by 'caution'. Today's researchers are now 'familiar' with online methods and 'adept at their use', so the second edition of the Handbook has updated 27 chapters of the first edition and added nine chapters and two sections: 'Digital Quantitative Analysis' and 'Digital Text Analysis'. Big data, gaming and participatory research are now also present. With a pragmatic focus on the current state-of-the-art, the new Handbook remains very attuned to the issues and challenges of online research and its methods.*

**Karl van Meter, Lecturer in Social Sciences, Ecole Normale Supérieure**

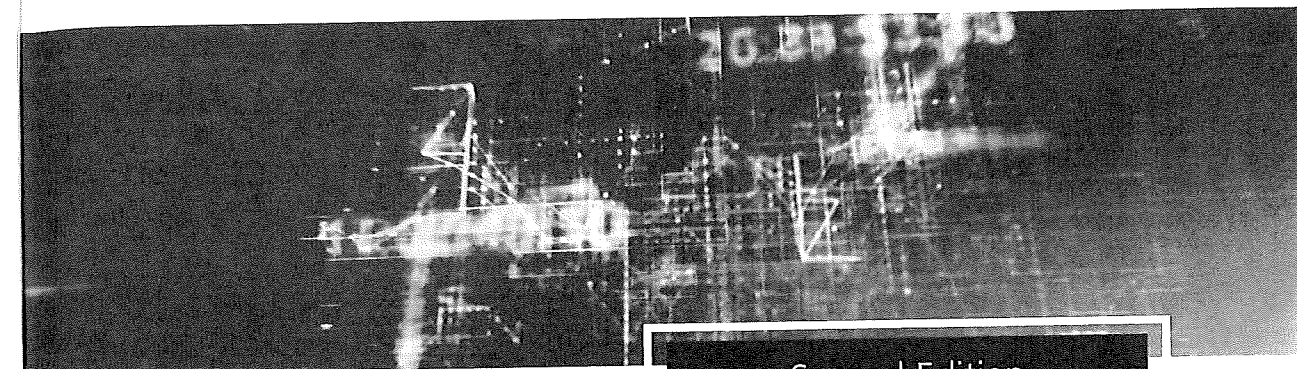
*Internet-based research methods is a diffuse and rapidly evolving area and this new edition of the SAGE Handbook of Online Research Methods provides a much needed overview and assessment of where it currently stands. As well as comprising some updated chapters, this new edition now includes chapters on many new areas, some of which were barely on the horizon when its predecessor was published. As such, this new edition provides much needed advice on the implementation of these methods and an appraisal of the state of the field. It will be invaluable to students and practitioners.*

**Alan Bryman, Emeritus Professor, School of Management, University of Leicester**

*The SAGE Handbook of Online Research Methods, Second Edition, edited by Nigel Fielding, Raymond Lee and Grant Blank, brings together several of the most noted scholars in the area of web and online survey methodology, along with the contributions of many younger researchers. The result is a compendium of information about online survey design, survey ethics, sampling and data capture, analysis of social network data, content analysis of digital text, online ethnography, and secondary analysis of online data, as well as essays relating online data to artificial intelligences, cartography, and diverse other topics. The authors are to be commended for an excellent update to their first edition, producing volume of significant value to those interested in online research methods, social science, and social theory.*

**Dave Garson, Professor, North Carolina State University**

# The SAGE Handbook of Online Research Methods



Second Edition

Edited by  
Nigel G. Fielding,  
Raymond M. Lee  
and Grant Blank

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