

## TABLE OF CONTENTS

Licensing

Acknowledgements

About the Authors

How to Use This Book

### 1: Introducing Social Data Analysis

- 1.1: Introducing Social Data Analysis

### 2: Quantitative Data Analysis

- 2.1: Preparing Quantitative Data and Data Management
- 2.2: Univariate Analysis
- 2.3: Bivariate Analyses- Crosstabulation
- 2.4: Hypothesis Testing in Quantitative Research
- 2.5: An In-Depth Look At Measures of Association
- 2.6: Multivariate Analysis
- 2.7: Correlation and Regression
- 2.8: Presenting the Results of Quantitative Analysis

### 3: Quantitative Data Analysis with SPSS

- 3.1: Quantitative Analysis with SPSS- Getting Started
- 3.2: Quantitative Analysis with SPSS- Univariate Analysis
- 3.3: Quantitative Analysis with SPSS- Data Management
- 3.4: Quantitative Analysis with SPSS- Bivariate Crosstabs
- 3.5: Quantitative Analysis with SPSS- Multivariate Crosstabs
- 3.6: Quantitative Analysis with SPSS- Comparing Means
- 3.7: Quantitative Analysis with SPSS- Correlation
- 3.8: Quantitative Analysis with SPSS- Bivariate Regression
- 3.9: Quantitative Analysis with SPSS- Multivariate Regression

### 4: Qualitative Data Analysis

- 4.1: The Qualitative Approach
- 4.2: Preparing and Managing Qualitative Data
- 4.3: Qualitative Coding
- 4.4: From Qualitative Data to Findings
- 4.5: Presenting the Results of Qualitative Analysis

### 5: Qualitative and Mixed Methods Data Analysis with Dedoose

- 5.1: Qualitative Data Analysis with Dedoose- Data Management
- 5.2: Qualitative Data Analysis with Dedoose- Coding
- 5.3: Qualitative Data Analysis with Dedoose- Developing Findings

[Index](#)

[Glossary](#)

[Detailed Licensing](#)

[Modified GSS Codebook for the Data Used in this Text](#)

[Works Cited](#)

[Detailed Licensing](#)