

Creative Research: The Theory and Practice of Research for the Creative Industries (Required Reading Range)

Hilary Collins



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The book begins with an overview of the field of research within the context of the creative industries, and then goes into detail on the stages involved in undertaking a research project within this field. You will be introduced to a range of philosophical assumptions upon which your research can be based and the implications of these assumptions on the method or methods that you choose. In addition to this, techniques and procedures for collecting and analyzing different types of data are examined and analyzed in detail.

Each topic is accompanied by a main text with visuals outlining the key issues and debates. The topics are accompanied by key word definitions and explanations, plus references to key texts for further reading. Questions are also identified to get the reader thinking about the issues raised, to confront expectations and to make informed choices. Interviews with leading practitioners and academics give insight on current debates on research practice. The skills necessary to promote the effectiveness and validity of research within the creative industries are highlighted in case studies, all of which also demonstrate what a well-designed research project can achieve.

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