

# Contents

<b>Introduction</b>	<b>1</b>
<b>1 Agent-based modelling and simulation</b>	<b>4</b>
<b>2 Audio analysis</b>	<b>10</b>
<b>3 Big data analytics</b>	<b>17</b>
<b>4 Business analytics</b>	<b>24</b>
<b>5 Cluster analysis</b>	<b>31</b>
<b>6 Coding and retrieval</b>	<b>38</b>
<b>7 Computer modelling and simulation</b>	<b>45</b>
<b>8 Computer-assisted interviewing</b>	<b>52</b>
<b>9 Computer-assisted qualitative data analysis software</b>	<b>59</b>
<b>10 Data analytics</b>	<b>66</b>
<b>11 Data collection and conversion</b>	<b>73</b>
<b>12 Data mining</b>	<b>79</b>

## Contents

13	Data visualisation	86
14	Digital ethnography	93
15	Digital storytelling	100
16	Digital visual methods	107
17	Educational data mining	114
18	Ethno-mining	120
19	Eye-tracking research	126
20	Game analytics	133
21	Geospatial analysis	140
22	HR analytics	147
23	Information retrieval	154
24	Learning analytics	161
25	Link analysis	169
26	Live audience response	175
27	Location awareness and location tracking	181
28	Log file analysis	188
29	Machine learning	194
30	Mobile diaries	200
31	Mobile ethnography	206

<b>32</b>	<b>Mobile methods</b>	<b>213</b>
<b>33</b>	<b>Mobile phone interviews</b>	<b>220</b>
<b>34</b>	<b>Mobile phone surveys</b>	<b>227</b>
<b>35</b>	<b>Online analytical processing</b>	<b>234</b>
<b>36</b>	<b>Online collaboration tools</b>	<b>241</b>
<b>37</b>	<b>Online ethnography</b>	<b>248</b>
<b>38</b>	<b>Online experiments</b>	<b>255</b>
<b>39</b>	<b>Online focus groups</b>	<b>262</b>
<b>40</b>	<b>Online interviews</b>	<b>268</b>
<b>41</b>	<b>Online observation</b>	<b>274</b>
<b>42</b>	<b>Online panel research</b>	<b>281</b>
<b>43</b>	<b>Online questionnaires</b>	<b>288</b>
<b>44</b>	<b>Online research communities</b>	<b>295</b>
<b>45</b>	<b>Predictive modelling</b>	<b>301</b>
<b>46</b>	<b>Qualitative comparative analysis</b>	<b>307</b>
<b>47</b>	<b>Research gamification</b>	<b>314</b>
<b>48</b>	<b>Researching digital objects</b>	<b>321</b>
<b>49</b>	<b>Sensor-based methods</b>	<b>328</b>
<b>50</b>	<b>Smartphone app-based research</b>	<b>335</b>

## Contents

51	Smartphone questionnaires	342
52	Social media analytics	349
53	Social network analysis	356
54	Spatial analysis and modelling	362
55	Video analysis	368
56	Virtual world analysis	376
57	Wearables-based research	383
58	Web and mobile analytics	390
59	Webometrics	398
60	Zoning and zone mapping	404
	Index	410