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Quantitative Data Analysis

A Companion for Accounting and Information Systems Research

Springer

Preface

Quantitative Data Analysis for Accounting and Information Systems Research guides postgraduate research students and early career researchers in choosing and executing appropriate data analysis methods to answer their research questions. It supports researchers when they are planning to collect data and when they have data that they want to analyze. Using a variety of examples and lay language, this book provides hands-on guidelines on (1) when to use which data analysis method, (2) what kind of data and data structure are required for each of the methods, (3) what each method does and how the methods should be used, and (4) how to report results.

This book is not intended to provide an exhaustive overview of data-analysis methods, nor does it explain the methods in depth. Instead, it guides researchers in applying the right methods in the right way. More skilled researchers can also use the book to refresh their knowledge or as a checklist to avoid skipping important steps. It explains the most commonly used methods in an intuitive and hands-on way, pointing out more advanced resources along the way. As such, it does not aspire to compete with manuals like those of Stevens [1], Field [2], or Crawley [3]. We are not statisticians but researchers who apply statistics,[1] so the book covers the issues that commonly affect others like us, who are engaging in quantitative empirical research.

Quantitative Data Analysis for Accounting and Information Systems Research is the book we would have liked to have had as a support in our own research. Every chapter provides an unintimidating starting point for building your data-analysis skills, the information required to run the most common analyses and report them, and pointers to more extensive resources. At the risk of saying things that may not be *entirely* true in the purest statistical sense, we try to keep the language of this book as simple as possible. As such, the book is brief and written in a language that we hope everyone can understand—from students to researchers to people who wish to study the organizations in which they work. Our goal is to help you conduct academic research of high quality and do the right things right—not to make you a

[1] If you are a statistician or simply more observant than we are, we invite you to tell us if you identify an error.

statistics expert—so this book is not about statistics but about *applying statistics* to the research questions that keep you awake at night. (We doubt these questions are about collinearity, but if they are, this may not be the book you are looking for.)

In brief, this book is a software-independent starting point for answering the question: What methods do I use to answer my research questions and how?

We hope you have fun!

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