

## Unit 9: Validity and Generalisability in Research

### Additional Reading

Schneider, C. (2018) Making the case: A Qualitative Approach to Studying Social Media Documents in: Bryman, A. & Buchanan D. (Eds) *Unconventional Methodology in Organization and Management Research*. Oxford Scholarship Online.

Saunders, M., Lewis, P. & Thornhill, A. (2023) *Research Methods for Business Students. 9th ed.* Pearson Education Limited.

- Chapter 11.4