

Contents

Publisher's Acknowledgements	xiii
About the Author	xiv
Preface to the Fourth Edition	xv
Companion Website	xvii
PART ONE INTRODUCTION	1
1 How To Use This Book	3
2 What You Can (and Can't) Do with Qualitative Research	5
2.1 Introduction	5
2.2 Why Do Researchers Use Qualitative Methods?	6
2.3 Are Qualitative Methods Always Appropriate?	9
2.4 Should You Use Qualitative Methods?	12
2.5 Concluding Remarks	15
3 Focusing a Research Project	17
3.1 Introduction	17
3.2 Moira's Research Diary	18
3.3 Sally's Research Diary	25
3.4 Simon's Research Diary	32
3.5 Concluding Remarks	39
4 Issues in Research Design	43
4.1 Introduction	43
4.2 Interviews	44
4.3 Ethnographies	49
4.4 Texts	51
4.5 The Internet	55
4.6 Audio Data	57
4.7 Visual Data	59
4.8 Mixed Methods	62
4.9 Concluding Remarks	65

5	What Counts as 'Originality'?	69
5.1	Introduction	69
5.2	Originality	70
5.3	Being a Professional	71
5.4	Independent Critical Thought	72
5.5	Concluding Remarks	75
PART TWO STARTING OUT		77
6	Formulating a Research Question	79
6.1	Introduction	79
6.2	Challenges	84
6.3	Solutions	90
6.4	Some Cautions	99
7	Using Theories	103
7.1	Introduction	103
7.2	How Theoretical Models Shape Research	105
7.3	The Different Languages of Qualitative Research	105
7.4	Theories, Models and Hypotheses	111
7.5	Examples	113
7.6	Concluding Remarks	117
8	Choosing a Methodology	120
8.1	Introduction	120
8.2	Qualitative or Quantitative?	120
8.3	Your Research Strategy	122
8.4	Choosing a Methodology: a Case Study	126
8.5	Naturally Occurring Data?	132
8.6	Mixed Methods?	136
8.7	Concluding Remarks	138
9	How Many Cases Do You Need?	141
9.1	Introduction	141
9.2	What is a Case Study?	142
9.3	The Quantitative Model of Generalization	144
9.4	The Rationale of Case Study Design	145
9.5	Case Study Research in Practice	148
9.6	Concluding Remarks	155
10	Ethical Research	159
10.1	Introduction	159
10.2	The Standards of Ethical Research	161

10.3	Why Ethics Matter for Your Research	163
10.4	Ethical Guidelines in Practice	164
10.5	Complex Ethical Issues	173
10.6	Research Governance	179
10.7	Conclusion: Managing Unfolding Ethical Demands	181
11	Writing a Research Proposal	187
11.1	Introduction	187
11.2	Aim for Crystal Clarity	189
11.3	Plan Before You Write	189
11.4	Be Persuasive	190
11.5	Be Practical	191
11.6	Make Broader Links	191
11.7	A Caution: Misunderstanding Qualitative Research?	192
11.8	Concluding Remarks	193
PART THREE	COLLECTING AND ANALYSING YOUR DATA	197
12	Collecting Your Data	199
12.1	Collecting Interview Data	199
12.2	Collecting Focus Group Data	211
12.3	Collecting Ethnographic Data	213
12.4	Collecting Internet Data	224
12.5	Concluding Remarks	226
13	Developing Data Analysis	230
13.1	Introduction	230
13.2	Kick-Starting Data Analysis	231
13.3	A Case Study	236
13.4	Interviews	237
13.5	Fieldnotes	242
13.6	Transcripts	253
13.7	Visual Data	256
13.8	Concluding Remarks	260
14	Using Computers to Analyse Qualitative Data	264
	<i>Clive Seale</i>	
14.1	Introduction	264
14.2	What CAQDAS Software Can Do for You	265
14.3	Advantages of CAQDAS	269
14.4	Keyword Analysis	275
14.5	Concluding Remarks	276

15	Quality in Qualitative Research	279
15.1	Introduction	279
15.2	Validity	285
15.3	Reliability	298
15.4	Concluding Remarks	301
16	Evaluating Qualitative Research	304
16.1	Introduction	304
16.2	Two Guides for Evaluating Research	305
16.3	Four Quality Criteria	306
16.4	Applying Quality Criteria	310
16.5	Four Quality Issues Revisited	315
16.6	Concluding Remarks	321
17	Effective Qualitative Research	324
17.1	Introduction	324
17.2	Keep It Simple	325
17.3	Do Not Assume that We are Only Concerned with Subjective Experience	325
17.4	Take Advantage of Using Qualitative Data	326
17.5	Avoid Drowning in Data	327
17.6	Avoid Journalism	328
17.7	Concluding Remarks	328
	PART FOUR WRITING UP	331
18	The First Few Pages	333
18.1	Introduction	333
18.2	The Title	333
18.3	The Abstract	334
18.4	Keywords	336
18.5	The Table of Contents	337
18.6	The Introduction	337
18.7	Concluding Remarks	338
19	The Literature Review Chapter	340
19.1	Recording Your Reading	340
19.2	Writing your Literature Review	342
19.3	Practical Questions	342
19.4	Principles	345
19.5	Do You Need a Literature Review Chapter?	348
19.6	Concluding Remarks	349

20	The Methodology Chapter	351
20.1	Introduction	351
20.2	What Should the Methodology Chapter Contain?	352
20.3	A Natural History Chapter?	355
20.4	Concluding Remarks	358
21	Writing Your Data Chapters	360
21.1	Introduction	360
21.2	The Macrostructure	361
21.3	The Microstructure	366
21.4	Tightening Up	369
21.5	Concluding Remarks	371
22	Your Concluding Chapter	373
22.1	Introduction	373
22.2	The Concluding Chapter as Mutual Stimulation	374
22.3	What Exactly Should Your Concluding Chapter Contain?	374
22.4	Confessions and Trumpets	376
22.5	Theorizing as Thinking Through Data	377
22.6	Writing for Audiences	378
22.7	Why Your Concluding Chapter can be Fun	379
22.8	Concluding Remarks	379
PART FIVE GETTING SUPPORT		383
23	Making Good Use of Your Supervisor	385
23.1	Introduction	385
23.2	Supervision Horror Stories	386
23.3	Student and Supervisor Expectations	386
23.4	The Early Stages	389
23.5	The Later Stages	391
23.6	Standards of Good Practice	392
23.7	Concluding Remarks	393
24	Getting Feedback	395
24.1	Introduction	395
24.2	Writing	396
24.3	Speaking	397
24.4	The Art of Presenting Research	400
24.5	Feedback from the People You Study	404
24.6	Concluding Remarks	405

PART SIX THE AFTERMATH	409
25 Surviving an Oral Examination	411
25.1 Introduction	411
25.2 Viva Horror Stories	412
25.3 Preparing for Your Oral	412
25.4 Doing the Oral	413
25.5 Outcomes	414
25.6 Revising Your Thesis after the Oral	415
25.7 A Case Study	415
25.8 Concluding Remarks	418
26 Getting Published	420
26.1 Introduction	420
26.2 The Backstage Politics of Publishing	421
26.3 Strategic Choices	423
26.4 What Journals are Looking For	427
26.5 Reviewers' Comments	428
26.6 How to Write a Short Journal Article	431
26.7 Concluding Remarks	431
27 Audiences	434
27.1 Introduction	435
27.2 The Policy-Making Audience	436
27.3 The Practitioner Audience	437
27.4 The Lay Audience	438
27.5 Concluding Remarks	440
Appendix: Transcription Symbols	442
Glossary	443
References	450
Author Index	461
Subject Index	465