

An informative, real-world guide to studying the “why” of human behavior

Now in its fourth edition, *Introduction to Qualitative Research Methods* is a practical, comprehensive guide to the collection and presentation of qualitative data. Unique to the existing literature, this book describes the entire research process – from design through writing – and illustrates the material with examples of complete qualitative work that clearly demonstrate how methods are used in actual practice.

Complemented with all-new case studies featuring additional coverage of mixed methods, non-sociological settings, funding, and a sample interview guide, the studies profiled are accompanied by insightful observation notes, while the book offers additional readings for students and professionals alike. Presenting more than just theory, this guide is designed to give you a real-world practitioner’s view of how qualitative research is handled – every step of the way.

Introduction to Qualitative Research Methods explores:

- The strengths and limitations of qualitative data
- How experts work around common methodological issues
- Actual field notes with real-world observations
- The full range of qualitative methods throughout the research process

If you’re a student or aspiring psychology practitioner, *Introduction to Qualitative Research Methods* provides you with the foundation you need to begin seeking answers.

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