Contents

1

Chapter 1	Getting Started	C midnist
86	Quantitative vs. Qualitative Research	3
	The Development of Qualitative Research	5
	Conceptual Orientations	8
	. Collecting Historical lividence	
Chapter 2	Doing Qualitative Research	13
	Common Qualitative and Quantitative Terms	15
	The Ethics of Qualitative Research	16
	The Qualitative Research Process	18
	Choosing a Research Topic	18
	Crafting Research Questions	20
	Gathering and Analyzing Evidence	21
	Using Big Data	22
	Crafting a Research Report	23
	Learning to Listen	
Chapter 3	Interviewing and an	27
MI	Qualitative Interviews	29
	Ethical Considerations	31
	Using Qualitative Interviews	31
	Conceptualizing a Study	32
	Designing a Study	32
	Conducting Interviews	33

	Interviewing Techniques	36
	Transcribing Interviews	38
	Analyzing the Information	39
	Verifying Information	40
	Writing a Research Report	40
	Interviewing Exercises	57
Chapter 4	Focus Groups	61
	The Development of Focus Groups	63
	Contemporary Focus Groups	64
	The Role of a Moderator	65
	Facilitators' Communication Strategies	66
	Recruiting Participants	69
	Dealing With Difficult Participants	71
	Ethical Considerations	73
	The Focus Group Process	74
	Focus Group Research	76
	Focus Group Exercises	93
Chapter 5	History	97
Scription Sec	Traditional vs. Cultural History	98
	Media History	100
	The Method of History	102
	Collecting Historical Evidence	103
	Types of Historical Materials	104
	Evaluating Historical Evidence	106
	Ethical Considerations	108
	Research Using History	109
	Historical Methods Exercises	127
Chapter 6	Oral History somebied graveland bus gareatand	131
	Technique of Oral History	133
	Interview Strategies Manual designation of the state of t	135
	Learning to Listen	137
	The Editing Process	139
	Ethical Considerations	141
	Research Using Oral History Transcripts	142
	Oral History Exercises	164
Chapter 7	Ethnography and Participant Observation	166
33	Thick Description	168
	Ethnography in Media Studies	168

Contents • vii

	Digital Ethnography	169
	Participant Observation	170
	Participant Observation Through Avatar	173
	Field Notes	175
	Reflexivity	177
	Analyzing and Interpreting Ethnographic Material	177
	Ethical Considerations	178
	Research Using Ethnography	179
	Participant Observation Exercises	199
Chapter 8	Textual Analysis	203
	What Is a Text?	204
	The Development of Textual Analysis	205
	The Influence of Semiotics	207
	Theory and Interpretation	208
	Encoding and Decoding	210
	Ideological Analysis	211
	Genre Analysis	214
	Rhetorical Analysis	216
	Using New Technologies in Textual Analysis	217
	Ethical Considerations	218
	Research Using Textual Analysis	219
	Textual Analysis Exercises	236
Acknowledg	rments	241
Index		243