

CONTENTS

Notes on contributors	xv
Editors' acknowledgements	xix
Editor's preface to the second edition	xxi
 1 The Foundations of Qualitative Research	 1
<i>Rachel Ormston, Liz Spencer, Matt Barnard, Dawn Snape</i>	
The nature of qualitative research	2
Key philosophical issues in social research	4
Ontology	4
Epistemology	6
Positivism and the scientific method	8
Key developments and traditions in qualitative research	11
Interpretivism and the origins of qualitative research	11
Advancement and diversification of qualitative research	13
Choosing an approach	19
The 'approach' within this book	20
Realism	21
Interpretivism and the role of theory	22
Pragmatism	22
Reflexivity	22
Rigour	23
Inferential status	23
 2 The Applications of Qualitative Methods to Social Research	 27
<i>Jane Ritchie and Rachel Ormston</i>	
Theoretical and applied research	28
The growth in applied qualitative research	29
The functions of qualitative research	30
Qualitative research as an independent research strategy	37
Combining qualitative and quantitative methods	39
Approaches to mixing methods	39
Sequencing of quantitative and qualitative methods	42
Mixing qualitative methods	44

3	Design Issues	47
	<i>Jane Lewis and Carol McNaughton Nicholls</i>	
	Defining the research questions	48
	Identifying the research topic	48
	Developing research questions	49
	Incorporating literature and theory	51
	Choosing a data collection method	52
	Secondary data analysis	53
	Naturally occurring and generated data	53
	Rationale for different types of data	54
	Interview and focus group data	55
	The nature of the data sought	56
	Subject matter	56
	Research population	57
	Combining qualitative methods	58
	Using the Internet to collect data	58
	Selecting the time frame for research	60
	The number of research episodes and the role of longitudinal research	61
	Key considerations – repeat research episodes	64
	Building comparison into the research design	64
	Comparison	65
	Case study research	66
	Participatory action research	67
	Resourcing and timetabling qualitative research studies	70
4	Ethical Considerations in Qualitative Research	77
	<i>Stephen Webster, Jane Lewis and Ashley Brown</i>	
	Theoretical perspectives	79
	Ethical guidelines and codes – and why they are not enough	80
	Ethical issues raised by qualitative research	84
	Avoiding undue intrusion	87
	Informed consent	87
	Voluntary consent and pressure to participate	92
	Avoiding adverse consequences	94
	Confidentiality	96
	Enabling participation	103
	Protecting researchers from adverse consequences	104
	Developing ethical practice	106
	Research governance	106
	Developing an ethical conscience	107
5	Designing and Selecting Samples	111
	<i>Jane Ritchie, Jane Lewis, Gilliam Elam, Rosalind Tennant and Nilufer Rahim</i>	
	Sampling strategies for qualitative research	112
	Purposive sampling	113

Theoretical sampling	115
Convenience sampling	115
Key features of qualitative sampling	116
The use of prescribed selection criteria	116
Sample size	117
Additional and supplementary samples	119
Study populations and sample frames	120
Study population or constituency	120
Options for sample frames	123
Stages in designing a purposive sample	131
Identifying the population for study	131
The choice of purposive selection criteria	131
Prioritising the selection criteria	132
Deciding on the locations for the study	133
Setting quotas for selection	135
Purposive sampling for group discussions	138
Implementing the sample design	140
Recruitment	140
Documenting outcomes	142
6 Designing Fieldwork	147
<i>Sue Arthur, Martin Mitchell, Jane Lewis and Carol McNaughton Nicholls</i>	
Approaching data collection	148
Designing topic guides	149
The content, structure and length of guides	149
Ordering data collection	150
Language and terminology	152
Incorporating structured data in qualitative fieldwork	159
Enabling techniques	160
Projective techniques	162
Creative and visual methods	164
Using case examples and vignettes	165
Providing information to participants	167
Card sorting, ranking and prioritising exercises	168
Mapping key or emergent issues	169
Using enabling techniques	169
Designing fieldwork material for Internet research	170
Fieldnotes, summary sheets and recording data	171
Fieldnotes	171
Recording data	172
Preparing for fieldwork and refining fieldwork strategies	172
7 In-depth Interviews	177
<i>Alice Yeo, Robin Legard, Jill Keegan, Kit Ward,</i>	
<i>Carol McNaughton Nicholls and Jane Lewis</i>	
Perspectives on the interview	178

The nature and meaning of the interview interaction	178
The nature and meaning of the relationship between interviewer and interviewee	180
Critiques of the interview as a method	181
Forms and features of in-depth interviews	182
Key features of in-depth interviews	183
Attributes and skills of a qualitative interviewer	184
The stages of an interview	186
Stage one: arrival and introductions	187
Stage two: introducing the research	187
Stage three: beginning the interview	188
Stage four: during the interview	188
Stage five: ending the interview	189
Stage six: after the interview	190
Formulating questions to achieve breadth and depth	190
Some principles in formulating questions	190
Open questions	191
Non-leading questions	191
Asking clear questions	192
Asking mapping questions	193
Probing	194
Using prompts	196
Supporting the interview dynamic	198
Approaches to interviewing	198
Responding to challenging situations in interviews	203
Strong emotional responses	204
Maintaining interview focus	205
Practical considerations	206
Scheduling appointments	206
Venues and the interview environment	207
Other people attending the interview	208
 8 Focus Groups	 211
<i>Helen Finch, Jane Lewis and Caroline Turley</i>	
Features and types of focus groups	212
Key features of the focus group	212
Types of focus groups	213
Group processes and the stages of a focus group	215
The group process	215
The stages of a focus group	217
Conducting the discussion	222
An overview of the researcher's role	222
Flexibility or structure: moderating the discussion	222
Probing for fuller responses	223
Noting non-verbal language	224

Controlling the balance between individual contributions	224
Using the group process: some further strategies	227
Encouraging in-depth exploration of emergent issues	227
Exploring diversity of view	229
Challenging social norms and apparent consensus	229
Group composition and size	231
Heterogeneity versus homogeneity	231
Strangers, acquaintances and pre-existing groups	233
Group size	233
Practicalities in organising the group	234
Time and place	236
Provision at the discussion venue	237
Recording	237
Online focus groups	238
'Chat room' focus groups	238
Bulletin board focus groups	239
9 Observation	243
<i>Carol McNaughton Nicholls, Lisa Mills and Mehul Kotecha</i>	
The nature of observational evidence	245
The central presence of the researcher	245
Overt and covert research – and where they blur	247
Intention and forms of data capture	248
Choosing observation as method	249
Observation for familiarisation	249
Observation in a multi-method design	250
Observation as a central method	252
Collecting observation data	253
Selecting what to observe	253
Site arrangements	257
Recording observation data	259
Developing fieldnotes	259
Structured fieldnotes and proformas	261
Video and photographic records	263
Labelling observations	263
Internet observation	264
Doing online observations	264
A point on data protection	265
10 Analysis: Principles and Processes	269
<i>Liz Spencer, Jane Ritchie, Rachel Ormston, William O'Connor and Matt Barnard</i>	
Traditions and approaches	270
Key features of different approaches	271
The analytic journey	275

A question of terminology	277
Formal analysis	279
Data management – an overview	282
Familiarisation	282
Constructing an initial thematic framework	282
Indexing and sorting	282
Reviewing data extracts	283
Data summary and display	284
Abstraction and interpretation – an overview	284
Description	285
Explanation	286
Routes through the analytic process	287
Computer-assisted qualitative analysis	288
Using CAQDAS	289
Benefits of CAQDAS	289
The debate about CAQDAS	290
Choosing a software package	295
11 Analysis in Practice	295
<i>Liz Spencer, Jane Ritchie, William O'Connor, Gareth Morrell and Rachel Ormston</i>	
Data management	296
Familiarisation	297
Constructing an initial thematic framework (Box 11.1)	298
Indexing and sorting (Boxes 11.2 and 11.3)	300
Reviewing data extracts	303
Data summary and display, using Framework (Box 11.4)	305
Abstraction and interpretation	310
Description: developing categories (Boxes 11.5 to 11.8)	310
Description: mapping linkage (Boxes 11.9 to 11.14)	318
Explanation: accounting for patterns (Boxes 11.15 to 11.17)	331
Analysing other forms of qualitative data	340
Focus groups	340
Data generated online	341
Documentary data	342
Observation	342
Visual data	343
12 Generalising from Qualitative Research	347
<i>Jane Lewis, Jane Ritchie, Rachel Ormston and Gareth Morrell</i>	
Approaches to generalisation	348
Representational generalisation	350
Inferential generalisation	351
Theoretical generalisation	352

Reliability and validity	354
Reliability	355
Validity	356
Validation	358
Generalising from qualitative data	359
Questions relating to the interpretive process	359
Questions relating to validation	362
Questions relating to the design and conduct of the research	362
13 Writing up Qualitative Research	367
<i>Clarissa White, Kandy Woodfield, Jane Ritchie and Rachel Ormston</i>	
Qualitative research outputs	369
Challenges in reporting qualitative data	372
Telling the story	372
Displaying the evidential base	372
Displaying diversity	373
Length in written accounts	373
Explaining the boundaries of qualitative research	373
Writing up qualitative research findings	373
Preparing to write	373
Deciding on a narrative and structure	374
Reporting voice and language	376
Explaining methods	377
Avoiding numerical statements about qualitative findings	377
The use of illustrative material	381
Combining qualitative and quantitative data	384
Displaying qualitative evidence	385
Displaying range and diversity	386
Displaying linkage	388
Displaying typologies	390
Explaining findings	393
Using diagrams and visual representations	396
References	401
Index	421