

# Contents

<i>About the Author</i>	xiv
<i>Preface to the Fifth Edition</i>	xv
<b>PART I INTRODUCTION</b>	<b>1</b>
<b>1 How to Use This Book</b>	<b>3</b>
<b>2 What You Can (and Can't) Do with Qualitative Research</b>	<b>6</b>
1 Introduction	6
2 Why Do Researchers Use Qualitative Methods?	7
3 Are Qualitative Methods Always Appropriate?	11
4 Should You Use Qualitative Methods?	14
5 Wrapping Up	17
<b>3 Focusing a Research Project</b>	<b>21</b>
1 Introduction	21
2 Moira's Research Diary	23
3 Sally's Research Diary	31
4 Simon's Research Diary	39
5 Wrapping Up	46
<b>PART II STARTING OUT AND PROJECT FOUNDATIONS</b>	<b>53</b>
<b>4 Ethical Research</b>	<b>55</b>
1 Introduction	55
2 The Standards of Ethical Research	58
3 Why Ethics Matter for Your Research	58

4 Ethical Guidelines in Practice	62
5 Complex Ethical Issues	72
6 Research Governance	80
7 Wrapping Up: Managing Unfolding Ethical Demands	82
<b>5 What Counts as 'Originality'?</b>	<b>88</b>
1 Introduction	88
2 Originality	89
3 Being a Professional	91
4 Independent Critical Thought	92
5 Wrapping Up	96
<b>6 Research Design</b>	<b>98</b>
1 Introduction	98
2 Interviews	100
3 Ethnographies	104
4 Texts	109
5 Digital Data	112
6 Audio Data	116
7 Visual Data	118
8 Mixed Methods	121
9 Wrapping Up	126
<b>7 Using Theories</b>	<b>131</b>
1 Introduction	131
2 How Theoretical Models Shape Research	133
3 The Different Languages of Qualitative Research	136
4 Methodologies	138
5 Theories, Models and Hypotheses	145
6 Examples	147
7 Wrapping Up	152
<b>8 Formulating a Research Question</b>	<b>156</b>
1 Introduction	156
2 Challenges	163
3 Solutions	171
4 Wrapping Up: Some Cautions	182
<b>9 Choosing a Methodology</b>	<b>187</b>
1 Introduction	187
2 Methodological Questions	189
3 Your Research Strategy	190

4 Choosing a Methodology: A Case Study	195
5 Naturally Occurring Data?	202
6 Mixed Methods?	206
7 Wrapping Up	210
<b>10 Writing a Research Proposal</b>	<b>214</b>
1 Introduction	214
2 Aim for Crystal Clarity	216
3 Plan Before You Write	217
4 Be Persuasive	218
5 Be Practical	219
6 Make Broader Links	219
7 A Caution: Misunderstanding Qualitative Research?	223
8 Wrapping Up	224
<b>PART III GETTING SUPPORT</b>	<b>229</b>
<b>11 Making Good Use of Your Supervisor</b>	<b>231</b>
1 Introduction	231
2 Supervision Horror Stories	232
3 Student and Supervisor Expectations	233
4 The Early Stages	236
5 The Later Stages	237
6 Standards of Good Practice	239
7 Beyond the Supervision	240
8 Wrapping Up	240
<b>12 Getting Feedback</b>	<b>243</b>
1 Introduction	243
2 Writing	244
3 Speaking	245
4 The Art of Presenting Research	249
5 Feedback from the People You Study	253
6 Wrapping Up	254
<b>PART IV COLLECTING AND ANALYSING YOUR DATA</b>	<b>259</b>
<b>13 How Many Cases Do You Need?</b>	<b>261</b>
1 Introduction	261
2 What Is a Case Study?	262
3 The Quantitative Model of Generalization	265

4 The Rationale of Case Study Design	266
5 Case Study Research in Practice	269
6 Wrapping Up	276
<b>14 Collecting Your Data</b>	<b>281</b>
1 Collecting Interview Data	282
2 Collecting Focus Group Data	295
3 Collecting Ethnographic Data	298
4 Collecting Internet Data	309
5 Wrapping Up	311
<b>15 Developing Data Analysis</b>	<b>316</b>
1 Introduction	317
2 Kick-starting Data Analysis	317
3 A Case Study	324
4 Interviews	326
5 Fieldnotes	331
6 Transcripts	342
7 Visual Data	346
8 Wrapping Up	351
<b>16 Using Computers to Analyse Qualitative Data</b>	<b>355</b>
<i>Clive Seale</i>	
1 A Note on Learning to Use QDA Software	356
2 What QDA Software Can Do for You	358
3 Advantages of QDA Software	363
4 Text Analytics	368
5 Wrapping Up	371
<b>17 Quality in Qualitative Research</b>	<b>376</b>
1 Introduction	376
2 Validity	384
3 Reliability	397
4 Wrapping Up	399
<b>18 Evaluating Qualitative Research</b>	<b>403</b>
1 Introduction	403
2 Two Guides for Evaluating Research	405
3 Four Quality Criteria	406
4 Applying Quality Criteria	410
5 Developing the Critique	413
6 Achieving Quality	415



7 Four Quality Issues Revisited	417
8 Wrapping Up	424
<b>19 Effective Qualitative Research</b>	<b>428</b>
1 Introduction	428
2 Keep it Simple	429
3 Do Not Assume That We Are Only Concerned with Subjective Experience	430
4 Take Advantage of Using Qualitative Data	431
5 Avoid Drowning in Data	432
6 Avoid Journalism	433
7 Wrapping Up	433
<b>PART V WRITING UP YOUR RESEARCH</b>	<b>437</b>
<b>20 Audiences</b>	<b>439</b>
1 Introduction	440
2 The Policy-making Audience	441
3 The Practitioner Audience	443
4 The Lay Audience	444
5 Wrapping Up	446
<b>21 The First Few Pages</b>	<b>449</b>
1 Introduction	449
2 The Title	450
3 The Abstract	451
4 Keywords	453
5 The Table of Contents	454
6 The Introduction	454
7 Wrapping Up	455
<b>22 The Literature Review Chapter</b>	<b>458</b>
1 Recording Your Reading	459
2 Research Literature and Theoretical Literature	460
3 Writing Your Literature Review	461
4 Practical Questions	461
5 Principles	464
6 Do You Need a Literature Review Chapter?	467
7 Wrapping Up	468

<b>23 The Methodology Chapter</b>	<b>471</b>
1 Introduction	471
2 What Should the Methodology Chapter Contain?	472
3 A Natural History Chapter?	475
4 Wrapping Up	478
<b>24 The Data Chapters</b>	<b>481</b>
1 Introduction	481
2 The Macrostructure	483
3 The Microstructure	489
4 Tightening Up	492
5 Wrapping Up	494
<b>25 The Concluding Chapter</b>	<b>497</b>
1 Introduction	497
2 The Concluding Chapter as Mutual Stimulation	498
3 What Exactly Should Your Concluding Chapter Contain?	499
4 Confessions and Trumpets	501
5 Theorizing as Thinking through Data	501
6 Writing for Audiences	503
7 Why Your Concluding Chapter Can Be Fun	503
8 Wrapping Up	504
<b>PART VI MAKING THE MOST OF YOUR RESEARCH</b>	<b>509</b>
<b>26 Surviving an Oral Examination</b>	<b>511</b>
1 Introduction	511
2 Viva Horror Stories	512
3 Preparing for Your Oral	513
4 Doing the Oral	514
5 Outcomes	515
6 Revising Your Thesis after the Oral	516
7 A Case Study	516
8 Wrapping Up	519
<b>27 Getting Published</b>	<b>522</b>
1 Introduction	522
2 The Backstage Politics of Publishing	523
3 Strategic Choices	525
4 What Journals Are Looking For	531

5 Reviewers' Comments	532
6 How to Write a Short Journal Article	535
7 Wrapping Up	536
<i>Appendix: Transcription Symbols</i>	539
<i>Glossary</i>	541
<i>References</i>	548
<i>Author Index</i>	564
<i>Subject Index</i>	568