Contents

Pr	eface and Acknowledgments	vii
	ART ONE THEORY AND METHOD IN QUALITATIVE	
1	Beginning Research Using theory to generate a research problem; the variety of qualitative methods	1
2	The Logic of Qualitative Methodology 'Schools' of social science; what is qualitative research?; some defining characteristics of qualitative research	20
PA	ART TWO METHODS	
3	Observation The ethnographic tradition: from observation to gender; organising observational research; styles of theorising in observational work; the unity of the ethnographic project	30
4	Texts Ethnographic analysis; semiotics; membership categorisation: description as a socially organised activity; using MCD analysis	59
5	Interview Data	90
6	Positivism; interactionism; membership work; moral tales Transcripts Language; transcripts; discourse analysis; conversation analysis; institutional talk	115
PA	RT THREE IMPLICATIONS	
7	Validity and Reliability Reliability; validity; claims to validity in field research; testing hypotheses; counting in qualitative research; an example: analysing advice sequences	144
8	The Practical Relevance of Qualitative Research Three roles for the sociologist; finding a place for sociology; responding to the critics; social science's contribution; context as social structure: policy and 'why' questions	171

PART FOUR SUMMARY	
9 Six Rules of Qualitative Research	196
References	212
Name Index	219
Subject Index	222