

Contents

Series Foreword	<i>ix</i>
Introduction	3
Chapter 1. Qualitative Research Essentials	7
Chapter 2. Interviews	23
Chapter 3. Focus Groups	47
Chapter 4. Combining Interviews and Focus Groups and Mixing Methods	67
Chapter 5. Addressing Rigor, Validity, and Reliability	79
Chapter 6. Transcribing and Coding	95
Chapter 7. Analyzing Qualitative Data	117
Chapter 8. Writing Up and Publishing Results	127
Conclusion	145
Appendix A: Summary of Action Steps	147
Appendix B: Resources for Qualitative Researchers	157
References	163