

# Contents

## PREFACE

vi

## 1

## THE LOGIC AND SOCIAL PSYCHOLOGY OF FIELD RESEARCH

1

- The Concept of "Field" as a Methodological Issue 1
- Problem and Method as Career Choices 3
- Philosophical Issues and Pragmatic Solutions 4
- Control of the Research Process 9
- Relating to the Object of Inquiry 11
- Concluding Note 13
- Suggested Reading 14

## 2

## STRATEGY FOR ENTERING

18

- Casing and Approaching 19
- Entering into Relationships 21



Presenting Self and Study	23
Entering Informal Movements	26
Preparing for Negotiation	27
Negotiation in the Context of Reciprocity	28
Suggested Reading	32

### 3

#### STRATEGY FOR GETTING ORGANIZED

34

Mapping	34
Selective Sampling	38
The Task and the Resources to Do It	43
Where Does One Start and When?	47
Suggested Reading	49

### 4

#### STRATEGY FOR WATCHING

52

First Impressions	52
Grounds for Watching	53
Watching as Active Presence	58
The Observer Is Observed	63
Suggested Reading	65

### 5

#### STRATEGY FOR LISTENING

67

Listening Without Watching	68
Forms of Listening	70
Interview Tactics	73
The Health Professional Interview: Career Model	77
Additional Interviewing Tactics	80
Interviews: Contingencies and Forms	83
The Host as "Strategic" Informant	87
The Interviewer as Strategic Informant	88
Suggested Reading	92



## 6

## STRATEGY FOR RECORDING

94

- Taking Notes 94
- The Model 99
- Packaging 102
- Preparing Analytic Memos 104
- The Interview File 105
- Summary 105
- Suggested Reading 106

## 7

## STRATEGY FOR ANALYZING

108

- What Is Analysis? 109
- Discovering Classes and Their Linkages 110
- An Illustration of an Analysis 113
- Conceptual Levering 117
- Communicating the Data 118
- Interrogating the Data 119
- Suggested Reading 127

## 8

## STRATEGIES FOR COMMUNICATING THE RESEARCH

128

- Multiple Audiences and Communication 129
- Levels of Publication 131
- Establishing Credibility 132
- Suggested Reading 137

## EPILOGUE

139

- For Whom This Book Was Written, and Why 139
- Mechanism and Instrumentation 141
- Linearity in Research Design 142
- Strategy, Common Sense, and Ethics 145

## INDEX

147