Contents

Preface xi

Chapter 1

Introduction 1

Quantitative Versus Qualitative Schools of Thought
Use of Triangulation in Research Methodology 5
Qualitative Strategies: Defining an Orientation 8
From a Symbolic Interactionist Perspective 9
Why Use Qualitative Methods? 15
A Plan of Presentation 16
References 17

Chapter 2

Designing Qualitative Research 21

Theory and Concepts 21
Ideas and Theory 23
Reviewing the Literature 27
Evaluating Web Sites 29

The Two-Card Method 32

Theory, Reality, and the Social World 36
Framing Research Problems 37
Operationalization and Conceptualization 38
Designing Projects 41

Concept Mapping 42 • Creating a Concept Map 45 • Setting and Population Appropriateness 46 • Sampling Strategies 48
Chapter 3

Ethical Issues 60

Research Ethics in Historical Perspective 61
From Guidelines to Law: Regulations on the Research Process 67
Institutional Review Boards (IRBs) 68

IRBs and Their Duties 69 • Clarifying the Role of IRBs 72 •
Active Versus Passive Consent 74 • Active Versus Passive
Consent in Internet Research 76 • Membership Criteria
for IRBs 77

Ethical Codes 78
Some Common Ethical Concerns in Behavioral Research 78

Covert Versus Overt Researcher Roles 80
New Areas for Ethical Concern: Cyberspace 84

Protection for Children 85 • Debriefing the Subjects 86

Informed Consent and Implied Consent 87
Confidentiality and Anonymity 90

Keeping Identifying Records 91 • Strategies for Safeguarding
Confidentiality 91
Securing the Data 92
Objectivity and Careful Research Design 93

Trying It Out 95
References 95

Chapter 4

A Dramaturgical Look at Interviewing 101

Dramaturgy and Interviewing 102
Types of Interviews 104

The Standardized Interview 105 • The Unstandardized
Interview 106 • The Semistandardized Interview 107
Chapter 5

Focus Group Interviewing 158

What are Focus Group Interviews? 158
The Moderator’s Role 159

Some Problems to Avoid in Focus Group Interviewing 160

The Evolution of Focus Group Interviews 163
Advantages and Disadvantages of Focus Group Interviewing 165
Focus Group Interviewing and Face-to-Face Interviewing 166
Focus Group Interviewing and Participant Observation 168
Focus Group Interviewing and Unobtrusive Measures 169

Facilitating Focus Group Dynamics: How Focus Groups Work 172
The Moderator's Guide 172

Introduction and Introductory Activities 173
Statement of the Basic Rules or Guidelines for the Interview 173
Short Question-and-Answer Discussions 174
Special Activities or Exercises 174
Guidance for Dealing with Sensitive Issues 175

Basic Ingredients in Focus Groups 175
Analyzing Focus Group Data 180
Confidentiality and Focus Group Interviews 181
Recent Trends in Focus Groups: Online Focus Groups 183
Conclusion 184
Trying It Out 185
Notes 185
References 186

Chapter 6

Ethnographic Field Strategies 190

Accessing a Field Setting: Getting In 194
Reflectivity and Ethnography 198
Critical Ethnography 198

The Attitude of the Ethnographer 200
The Researcher's Voice 200
Gaining Entry 204

Becoming Invisible 207

Dangers of Invisibility 209
Other Dangers During Ethnographic Research 211
Watching, Listening, and Learning 213

How to Learn: What to Watch and Listen For 215 • Field Notes 218

Computers and Ethnography 225
OnLine Ethnography 226
Analyzing Ethnographic Data 228
Other Analysis Strategies: Typologies, Sociograms, and Metaphors 230

Typologies 230 • Sociograms 232 • Metaphors 236

Disengaging: Getting Out 236

Trying It Out 238

References 238

Chapter 7

Action Research 246

The Basics of Action Research 251
Identifying the Research Question(s) 253
Gathering the Information to Answer the Question(s) 254
Analyzing and Interpreting the Information 254


Sharing the Results with the Participants 256

When to Use and When Not to Use Action Research 257
The Action Researcher's Role 258
Types of Action Research 258

Technical/Scientific/Collaborative Mode 259 • A Practical/Mutual Collaborative/Deliberate Mode 259 • Emancipating or Empowering/Enhancing/Critical Science Mode 260

Photovoice and Action Research 261

The Goals in Photovoice 262

Action Research: A Reiteration 263

Trying It Out 264

References 265
Chapter 8

Unobtrusive Measures in Research 268

Archival Strategies 271

Public Archives 271 • Private Archives: Solicited and Unsolicited Documents 282 • A Last Remark about Archival Records 286

Physical Erosion and accretion: Human Traces as Data. Sources 287

Erosion Measures 287 • Accretion Measures 288 • Some Final Remarks about Physical Traces 289

Trying It Out 290
References 290

Chapter 9

Historiography and Oral Traditions 296

What Is Historical Research? 296

Life Histories and Historiography 300

What Are the Sources of Data of Historical Researchers? 300

Doing Historiography: Tracing Written History as Data 301

External Criticism 303 • Internal Criticism 307

What Are Oral Histories? 309

Trying It Out 313
References 313

Chapter 10

Case Studies 317

The Nature of Case Studies 317

Theory and Case Studies 319

The Individual Case Study 322

The Use of Interview Data 322 • The Use of Personal Documents 324
Chapter 11

An Introduction to Content Analysis 338

What is Content Analysis? 338
Analysis of Qualitative Data 339

Interpretative Approaches 339 • Social Anthropological Approaches 339 • Collaborative Social Research Approaches 340

Content Analysis: Quantitative or Qualitative? 342

Manifest Versus Latent Content Analysis 343 • Blending Manifest and Latent Content Analysis Strategies 344

Communication Components 345
What to Count: Levels and Units of Analysis 346
Category Development: Building Grounded Theory 346

What to Count 348 • Combinations of Elements 349 • Units and Categories 350 • Classes and Categories 351

Discourse Analysis and Content Analysis 352
Open Coding 353
Coding Frames 356

A Few More Words on Analytic Induction 358 • Interrogative Hypothesis Testing 360

Stages in the Content Analysis Process 362
Strengths and Weaknesses of the Content Analysis Process 364
Computers and Qualitative Analysis 366
Chapter 12

Writing Research Papers: Sorting the Noodles from the Soup 378

Plagiarism: What It Is, Why It's Bad, and How to Avoid It 379

Why Plagiarism Occurs 379 • How to Avoid Plagiarism 380

Identifying the Purpose of the Writing: Arranging the Noodles 382

Delineating a Supportive Structure: Visual Signals for the Reader 383

The Title 386 • The Abstract 386 • The Introduction 387 • Literature Review 388 • Methodology 390 • Findings or Results 392 • Discussion/Conclusion 392 • References, Notes, and Appendices 393

Presenting Research Material 396

Disseminating the Research: Professional Meetings and Publications 396

A Word About the Content of Papers and Articles 400

Write It, Rewrite It, Then Write It Again! 400

A Few Writing Hints 402

A Final Note 404

Notes 405

References 406

Name Index 408

Subject Index 413
Qualitative research methods originated in the social and behavioral sciences. Today our world is more complicated and it is difficult to understand what people think and perceive. Qualitative research methods make it easier to understand that as it is more communicative and descriptive. The following are the qualitative research methods that are frequently used. One of the most used methods for qualitative data analysis is text analysis. Text analysis is a data analysis method that is distinctly different from all other qualitative research methods, where researchers analyze the social life of the participants in the research study and decode the words, actions etc.