

○ Seventh Edition

Qualitative Research Methods for the Social Sciences

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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.