

# Contents

<b>Preface</b>	ix
<b>1 Qualitative Methods in Social Research</b>	1
Ideas and evidence in social research	2
Types of social research	3
Qualitative versus quantitative	4
Styles of qualitative social research	5
Interview studies	5
Using documents	6
Ethnography	6
The analytic status of research materials	8
Theoretical objects	9
Reconsidering Ragin's model	10
Some major points	12
Recommended reading	13
<b>2 Ethnomethodology's Perspective</b>	14
What is ethnomethodology – a first sketch	14
A bit of history	16
Early collaborators	17
Some core notions	19
Accountability and reflexivity	19
Members' methods	20
Indexicality	20
Later developments	22
Two Sacksian notions	23
Conversation analysis as ethnomethodology	25
Some major points	27
Recommended reading	27
<b>3 Ethnomethodology's Methods</b>	31
Ethnomethodology and commonsense procedures	31
Four strategies	32
Common sense as inevitable resource	34
Garfinkel's breaching experiments	38
Recordings and transcripts	41
Bird song depictions in field guides	44

Transcription versus description	45
Illustration	46
Transcription reconsidered	49
Reflecting on ethnomethodology's methods	51
Some major points	52
Recommended reading	53
<b>4 Interviews</b>	56
The interview society	56
The interview format	58
Turn-by-turn interviews	58
Discourse Unit interviews	62
Mixed formats	65
Questions and answers	66
Supportive actions	68
To conclude	70
Variations on the classic interview format	71
Multiple interviewees	71
Alternative elicitation techniques	71
Reconsidering interviews as data	72
Interviews and ethnomethodology	74
Taking up the challenge to interviews	76
Exemplary studies	77
<i>Passage through crisis</i>	78
<i>A constant burden</i>	80
<i>Symptoms and illness</i>	81
Final reflections	84
Some major points	85
Recommended reading	86
<b>5 Natural Documents</b>	88
Contexts	89
Documentary evidence in qualitative research	90
Factist considerations	90
Texts and images	92
Some exemplary studies	93
<i>The civilising process</i>	93
<i>Working-class families</i>	94
Complaint letters	95
Documents and practices of documentation	96
Patient record cards in General Practice	97
Computer-based record systems	99
Documents as such: structures and devices	100
Writing and reading	101
Final reflections	104

Some major points	104
Recommended reading	105
<b>6 Ethnography and Field Methods</b>	<b>107</b>
On field methods	107
Conflicting loyalties	108
A classic case: <i>Street corner society</i>	110
Bowling	112
‘Objective structures’ and a leadership perspective	113
Effects of publication	116
Institutional ethnography	116
Perspectives	118
Note-taking	119
More exemplary studies	120
Euthanasia practices in two hospitals	120
<i>Passing on</i>	122
‘Telling the code’	124
Categorical issues	125
Field recordings	126
Instructed hearing/viewing	128
Virtual ethnography	129
Ethnography and ethnomethodology	130
Some major points	131
Recommended reading	132
<b>7 Qualitative Analysis</b>	<b>135</b>
The general GT approach	136
GT’s ‘theory’	137
‘Theory’ and ‘meta-theory’	140
The process of discovery	142
Discussion	143
Ethnomethodology versus grounded theory	144
To conclude	146
Some major points	147
Recommended reading	148
<b>8 Doing Ethnomethodological Studies</b>	<b>151</b>
Instructed actions	151
Do-it-yourself	153
Instructed hearing of bird songs	154
Teaching ‘observation’	156
Using a camera	157
Pedestrian traffic streams	158
Discussion	161

Gaining understanding of a closed world	162
Using 'paired novices'	164
A workplace study	166
Access and rendition	169
Recommended reading	171
<b>9 Reflections</b>	<b>173</b>
Three types of research purpose	173
The problem of 'generalities'	174
Ethnomethodological indifference?	176
Final reflections	180
Appendix: Transcription Conventions	183
References	185
Index	197