Contents

Pref	reface	
1.	The Qualitative Methods Family	1
	Differences From and Similarities With	
	Quantitative Methods	2
	The Intellectual Life Course of Qualitative Methods	3
	The Formative Years	3
	The Rise of Quantification and Operationalism	4
	Pragmatic "Camps" in Qualitative Methods	7
	The Pragmatic Middle Ground	9
	Evidence-Based Practice and Qualitative Methods	10
	Theoretical and Conceptual Frameworks in	
	Qualitative Inquiry	11
	Some Are a Better Fit Than Others	11
	The Place and Timing of Theories in	
	Qualitative Studies	13
	Reasons for Doing Qualitative Research	15
	Desirable Qualities and Skills in the Qualitative	
	Researcher-as-Instrument	17
	Studying the Familiar Versus the Unfamiliar	20
	Values and Social Responsibility in Qualitative Research	21
	Choosing the Topic and Making the "Argument"	23
	Introducing the New York Services Study (NYSS):	
	A Qualitative Study of Homeless Mentally Ill Adults in	
	New York City	24
	Summary and Concluding Thoughts	25
	Exercises	26
	Additional Readings	26
	A Selection of Journals That Feature Qualitative Studies	27
	Web Sites for Qualitative Methods	27

2.	Choosing the Right Qualitative Approach(es)	29
ند ،	Six Primary Approaches in Qualitative Research	30
	Ethnography	30
	Grounded Theory	32
	Case Study Analysis	33
	Narrative Approaches	34
	Phenomenological Analysis	35
	Action Research and Community-Based	50
	Participatory Research	36
	Constructivist and Critical Theory Influences	38
	Mixing and Matching Qualitative Approaches	39
	Qualitative Methods in Program Evaluation	40
	Summary and Concluding Thoughts	41
	Exercises	42
		43
	Additional Readings	40
3.	Getting Started: Study Design and Sampling	45
	Reviewing the Literature	46
	Developing a Conceptual Framework	47
	Formulating Research Questions	47
	Designing the Study	48
	Questions Posed (and Needing Answers) by	
	Qualitative Research Designs	49
	The Element of Time	50
	Specific Aspects of Qualitative Designs	51
	Using Multiple Qualitative Methods at Different Levels	52
	Sampling Strategies	53
	Sample Size Considerations	56
	Recruiting and Retaining Study Participants	57
	Researcher-Participant Dynamics: Gender, Ethnicity, Age,	
	and Social Class	58
	Introducing the Three Main Types of Data Collection	59
	Summary and Concluding Thoughts	59
	Exercises	61
	Additional Readings	61
4.	Ethical Issues in Qualitative Research	63
	Deception and Disclosure	63
	Informed Consent	65
	Coercion and "Deformed" Consent	66
	Confidentiality and Privacy	67

	Distress and Emotional Harm	69
	Incentives, Payback, and Maintaining Goodwill	70
	Institutional Review Boards and Qualitative Research	71
	Dealing With Moral Ambiguity and Risk	74
	Socially Responsible Research as Ethical Research	76
	Summary and Concluding Thoughts	77
	Exercises	77
	Additional Readings	78
5.	Entering the Field and Conducting Observation	7 9
	On the Importance of Observation	79
	Getting Permission(s) and Announcing the Study	81
	Obtaining and Maintaining Rapport	84
	Presentation of Self in the Field	84
	Issues of Identity: Gender, Age, Race/Ethnicity, and	
	Social Class	85
	Researcher Self-Disclosure: How Much Is Enough?	
	How Much Is Too Much?	86
	Observation in Qualitative Studies	87
	"Doing" Observation: The Best (and Only True)	
	Way to Learn	89
	Recording Observational Data	90
	Uses of Video and Photography	94
	Rapid Ethnographic Assessment (REA) and	
	Time-Sensitive Qualitative Methods	95
	Summary and Concluding Thoughts	96
	Exercises	97
	Additional Readings	98
5.	Interviewing and Use of Documents	99
	Informal Field Interviews	99
	Focus Group Interviews	100
	In-Depth Interviews	103
	Interviewing Children and Other Vulnerable	
	Populations	104
	Elite and Expert Interviews	105
	A Few Guidelines for Starting Out	106
	Conducting the Interview	107
	Probes: An Essential Part of the Qualitative Interview	111
	Developing the Interview Guide	113
	How Many Interviews? Issues of Quantity and Quality	115

	Matching Interviewers to Respondents: The Effects of Age,	
	Gender, Race, and Other Characteristics	115
	Common Problems and Errors in Qualitative Interviewing	116
	Emotional Issues in Interviewing	117
	Interviewing in a Non-English Language	119
	Interviewing at a Distance: Telephone and	
	Computer-Mediated Interviews	120
	Use of Audio Recorders and Other Logistical	
	Considerations	121
	Incorporating Standardized Measures Into	
	Qualitative Interviews	122
	Using Documents, Archives, and Existing Data	122
	Secondary Analysis in Qualitative Research	126
	Ending Data Collection and Leaving the Field	126
	Summary and Concluding Thoughts	127
	Exercises	128
	Additional Readings	129
7.	Data Analysis and Interpretation	131
	Data Management: Dealing With Volume Early On	132
	Using Qualitative Data Analysis (QDA)	
	Software Part I: Storing and Managing Data	133
	Multiple Users and Cross-Site Databases	134
	Transcribing Interviews	134
	Using "Outside" Transcribers	136
	Protecting Confidentiality During Transcription	137
	Translating From a Non-English Language	137
	Analyzing Qualitative Data: The Search for Meaning	139
	Use of Case Summaries and Data Displays	140
	Theories and Concepts in Qualitative Data Analysis:	
	A Continuum of Involvement	141
	Data Analysis in Diverse Qualitative Approaches	141
	Content Analysis in Qualitative Research	142
	Ethnography and Data Analysis	142
	Case Study Analysis	143
	Data Analysis in Narrative Approaches	144
	Phenomenological Analyses	150
	Action and Community-Based Participatory Research:	
	Analyzing Data	150
	Analysis in Longitudinal Designs	150

	Coding and Thematic Development	151
	Varied Approaches to Coding	151
	Starting Out: Identifying and Labeling Codes	152
	Documenting and Verifying Coding Procedures:	
	Independent Co-Coding	154
	Comparing and Contrasting: Memo-Writing	155
	Producing Categories and Themes:	
	Differing Analytic Possibilities	156
	Beyond Coding	161
	Multitasking During Coding:	
	An Example From the NYSS	161
	Using Qualitative Data Analysis (QDA)	
	Software Part II: Facilitating Data Analysis	164
	Using Numbers and Quantification in	
	Qualitative Data Analyses	167
	Negative Case Analysis and Causation	167
	Secondary Analysis and Meta-Synthesis	169
	Hybrid and Mixed Qualitative Approaches	
	to Data Analysis	170
	Saturation and Interpretation	171
	An Example of a Conceptual Schema	172
	In Pursuit of Methodological Transparency	174
	Summary and Concluding Thoughts	175
	Exercises	176
	Additional Readings	177
	QDA Software Resources	178
8.	Strategies for Rigor	179
	Evaluating Qualitative Research:	
	Debates About Standards and Strategies	180
	Evaluative Criteria and External Standards	180
	In the Eye of the Beholder?	181
	The Meaning(s) of Generalizability in	
	Qualitative Methods	182
	Defining Rigor in Qualitative Research	184
	Threats to the Trustworthiness of Qualitative Studies	184
	Strategies for Rigor in Qualitative Research	185
	Prolonged Engagement	186
	Triangulation	186
	Peer Debriefing and Support	188

	Member Checking	190
	Negative Case Analysis	191
	Auditing—Leaving a Decision Trail	191
	Questions of Rigor in Community-Based Research	193
	Strategies for Rigor in Differing Qualitative Approaches	194
	Guidelines for Appraising the Quality of a Study:	
	Adequacy Is Key	194
	Summary and Concluding Thoughts	195
	Exercises	197
	Additional Readings	198
9.	Telling the Story: Writing Up the Qualitative Study	199
	Deciding on an Approach	200
	Targeting the Audience	201
	Diachronic Versus Synchronic Reports	201
	The Researcher's Role in the Report	202
	Using Numbers in the Report	203
	Coauthorship in Qualitative Studies	204
	Organizing the Report—Key Components	205
	Qualitative Reports Across the Diverse Approaches	207
	Balancing Description and Interpretation	209
	Writing Stance and Style	210
	Rhetorical Devices Suited to Qualitative Studies	210
	Writing Style: Creating Rhythm and Flow	213
	Use of Metaphors and Other Tropes	213
	The Ultimate Goal—Dissemination of the Study Findings	214
	Summary and Concluding Thoughts	217
	Exercises	218
	Additional Readings	218
	Selected Monographs	218
10.	Mixed Methods	221
	The Rise of Mixed Methods and Their Rationale(s)	221
	Types of Mixed Methods Research	222
	Sequential Designs	224
	Concurrent Designs	225
	Mixed Methods: Ways of Going About It	225
	Structural and Design Decisions:	
	What, When, Where, and How?	225
	Some Examples of Mixed Methods Studies	228
	Writing the Mixed Method Report	231

Challenges for Mixed Methods Studies	232
Mixed Method Approaches to Program and	
Practice Evaluation	233
Summary and Concluding Thoughts	236
Exercises	236
Additional Readings	237
Appendix: Writing a Qualitative Methods Proposal for	
External Funding	239
Finding the Right Fit With Funding Priorities:	
Emerging Opportunities	241
Getting Past the Catch 22	243
Setting the Stage	245
Questions From Reviewers Regarding Qualitative	
Methods Proposals	246
Budgeting Time and Resources	246
Twenty Tips for Writing the Proposal	250
Additional Readings	251
References	253
Index	273
About the Author	281

List of Tables, Figures, and Boxes

Tables

Iudics		
10.1	Mixed Methods Designs Arranged by Timing and Dominance	22 3
Figures	3	
1.1	The Foundations and Processes of a Qualitative Study	14
7.1	A Sample Life Trajectory from the NYSS	147
7.2	Themes and Subthemes from Phase 1 of the NYSS	160
8.1	Strategies for Enhancing Rigor and Trustworthiness	187
10.1	A Longitudinal Mixed Methods Design	231
10.2	An Oscillating Mixed Methods Design	231
Boxes		
2.1	Qualitative Approaches in the New York Services Study	42
3.1	Questions Posed by Qualitative Research Designs	50
3.2	Research Designs in the New York Services Study	60
5.1	Field Notes from a Visit to the Homeless Outreach Center (HOC)	91
6.1	Tips for Qualitative Interviewing	101
6.2	The Importance of Probes Both Planned and Spontaneous: "Air Theory" and Breast Cancer	108
63	An Example of Interviewer Feedback from the NYSS	110

6.4	The Importance of Face-to-Face Interviewing	112
6.5	Checklists and Standardized Measures in the NYSS	123
6.6	Interviews as Unintentional Interventions	124
7.1	A Brief Quiz on Transcription "Errors"	138
7.2	Multiple Case Study Analyses in the NYSS	145
7.3	An Example of Quantified Thematic Development	157
7.4	An Interview Excerpt from the NYSS	163
<i>7</i> .5	The Life of a Hard-Working Code: Linking "Up and Out" to Theory	165
7.6	Operationalizing Saturation: A Study of Sex Workers in West Africa	173
8.1	Strategies for Rigor in Action: An Exemplar Study	192
8.2	Addressing Questions from Skeptical Reviewers	195
8.3	Some Examples of Methodological Transparency	196
9.1	Choosing the Right Title	208
9.2	Degrees of Data Transformation: Sandelowski and Barroso's (2003) Classification of Findings	211
10.1	A Mixed Method Study (QUAN+qual) Testing a Measure of Social Capital in Peru and Vietnam	226
10.2	"Quantitizing" Data in a Grounded Theory Study of Breast and Prostate Cancer Online Discussion Boards	229
10.3	Serendipitous Findings and Mixed Methods: An Example from the Harlem Mammogram Study	234
A .1	Making a Compelling Argument: Rhetoric and Reason	244
A.2	The Review Process at the National Institutes of Health (NIH)	247