

Detailed Contents

Preface	xii
Acknowledgments	xvi
Chapter 1. Introduction to Qualitative Communication Research	1
Introduction: Working With (and Studying) Cops	1
Four Paradigms and (Maybe) a Funeral: A Brief History of Qualitative Communication Research	5
Feeling Corporate, Going Global: Two Trends in Qualitative Communication Research	13
Looking Closer: The Conduct of Qualitative Research in Communication	17
Applied Communication	17
Group Communication	18
Health Communication	19
Intercultural Communication	20
Interpersonal Communication	21
Language and Social Interaction	21
Media and Technology Studies	22
Organizational Communication	24
Performance Studies	25
Rhetoric	27
Strategic Communication	28
Conclusion	29
Chapter 2. Theoretical Traditions and Qualitative Communication Research	33
Qualitative Research and Communication Theory	33
The Phenomenological Tradition	35
The Sociocultural Tradition	39
Ethnomethodology	39
Symbolic Interactionism	42
Social Constructionism	45

Ethnography of Communication	46
Structuration Theory	49
Actor Network Theory	51
The Critical Tradition	52
Feminism	58
Postcolonialism	60
Critical Race Theory	63
Cultural Studies	65
Conclusion	69
Chapter 3. Design I: Planning Research Projects	71
Introduction	72
“My City, My Society, and My Life”: Renee’s Story	72
Sources of Research Ideas	75
Personal Experiences and Opportunities	75
Theory and Research Literature	78
Public Problems	83
Funding Priorities	84
Moving Toward a Commitment	86
Evaluating the Scene	87
Casing the Scene	88
Assessing Feasibility	90
Consulting Colleagues, Mentors, and Experts	93
Developing Emic and Etic Perspectives	94
Conclusion	95
Chapter 4. Design II: Implementing Research Projects	97
Introduction	97
Negotiating Access	98
Gatekeepers	98
Sponsors	100
Telling a Research Story	101
Clarifying the Involvement	104
Exploratory Methods	105
Sampling	109
Sampling Units	110
Sampling Strategies	112
Sample Size	116
Human Subject Protections	118
Informed Consent	119
Instruments	123
Vulnerable Groups	124
Data Security	125

Textual Representation	125
The Research Proposal	127
Title	127
Abstract or Executive Summary	128
Rationale	128
Conceptualization	128
Research Questions	130
Methodology, Protocol, and Logistics	130
Analysis	131
Schedule	131
Conclusion	131
Exercises	132

Chapter 5. Producing Data I: Participating, Observing, and Recording Social Action

133

Introduction: Fieldwork, Ethnography, and Participant Observation	133
Successful Participant Observation	136
Tolerance for Marginality	136
Embodiment	137
Spontaneous Decision Making	139
Being an Ethical Person	139
Difference Matters	141
Adapting Roles	144
Roles Based on Degree of Participation	144
Roles Based on Social Function	149
Tactical Observing	150
Who Are the Actors?	151
How Is the Scene Set Up?	152
How Do Initial Interactions Occur?	152
How Do Actors Claim Attention?	153
Where and When Do Actors Interact?	154
Which Events Are Significant?	155
Writing Fieldnotes	155
Scratch Notes and Headnotes	156
Fieldnotes	156
Fieldwork and Fieldnotes: An Exemplar	160
Journals and Diaries	163
New Media and Participant Observation	164
Conclusion	168
Exercises	168

Chapter 6. Producing Data II: Qualitative Interviewing	170
Introduction	170
Purposes of the Qualitative Interview	172
Types of Interviews in Communication Research	176
Ethnographic Interviews	176
Informant Interviews	177
Respondent Interviews	179
Narrative Interviews	180
Focus Group Interviews	182
The Practices of Interviewing	186
The Interview Context	187
Recording Interviews	192
Developing Rapport	193
Listening	198
Question Design and Use	199
Interview Schedules and Interview Guides	199
Nondirective Questions	202
Directive Questions	207
Finishing Up	210
Transcribing Interviews	211
Conclusion	215
Exercises	216
Chapter 7. Producing Data III: Analyzing Material Culture and Documents	217
Introduction	217
Material Culture	218
Material Culture in Qualitative Research	219
Making Material Culture Visible	221
Documents	229
Documents in Qualitative Research	231
Types of Documents	233
Advantages of Document Analysis	234
Conclusion	239
Exercises	239
Chapter 8. Sensemaking: Qualitative Data Analysis and Interpretation	241
Introduction	241
Qualitative Data Analysis	243
In-Process Writing	244
Categories and Codes	246

Coding Narratives	248
Grounded Theory	250
Coding Example: An Interview Text	252
Coding Example: Invisible Disability in Families	254
Leaving the Research Site	256
Tools for Analysis	258
Manual Methods	258
Computer-Assisted Qualitative Data Analysis Software (CAQDAS)	260
Interpretation	266
Conceptual Devices in Interpretation	267
Exemplars in Interpretation	269
Evaluating Interpretations	271
Triangulation, Disjuncture, and Crystallization	274
Negative Case Analysis	278
Member Validation	278
Conclusion	280
Exercises	281

Chapter 9. Writing, Authoring, and Publishing	282
Introduction: Going Public	282
The Crisis of Representation	284
After the Fall: Reading and Writing Qualitative Research	286
Voice	287
Narrative Presence	288
The Genre-Audience Nexus	290
Institutional Contexts of Qualitative Writing	293
Academic Politics	293
Publishing Economics	297
New Media	299
The Craft of Qualitative Writing: Three Types of Format and Their Related Strategies	301
Traditional Writing Format	301
Alternative Writing Format	308
Multimedia Writing Format	313
Some Final Thoughts on Writing	315
Exercises	317

Epilogue	318
References	321
Author Index	358
Subject Index	371
About the Authors	377