

Contents

Contents

<i>List of illustrations</i>	ix
<i>Acknowledgements</i>	xiii
Introduction	1
1 Questionnaires	7
Why use a questionnaire? Why might they be useful?	8
Types of questionnaire	10
Types of question	10
Design issues and other considerations when using questionnaires	16
Coding responses and analysing questionnaire data	20
Limitations	33
Key textbooks focusing on developing and using questionnaires	39
2 Interviews	43
Draft the interview	44
Pilot your questions	52
Select your sample interviewees	52
Conduct the interview	53
Analysing the interview data	63
Key textbooks focusing on developing and using interviews	65

3 Content analysis	67
What is content analysis?	67
Basic principles	69
Qualitative content analysis	76
Different approaches to content analysis	81
Key textbooks focusing on developing and using content analysis	86
4 Focus groups	89
What are focus-group interviews?	90
What is distinctive about focus groups?	91
Might your research benefit from conducting focus groups?	93
Conducting focus-group interviews	97
Disadvantages of focus groups	108
A practice exercise	110
Key texts on focus-group research	110
5 Observation	115
What is observation?	116
Why choose observation?	117
Should you consider using observation in your research?	118
Planning and conducting your observation	122
Conclusion	141
Key texts on observational research	142
6 Researching the things people say and do	143
The video-camera	144
Using video: a case study	150
Concluding comment: what's the big deal about data-driven research?	166
Suggested reading	168
<i>Bibliography</i>	169
<i>Index</i>	173