Contents

Publisher's Acknowledgements		XIII	
About the Author			
Preface to the Fourth Edition		XV	
Co	Companion Website		
PΑ	RT ONE INTRODUCTION	1	
1	How To Use This Book	3	
2	What You Can (and Can't) Do with Qualitative Research	5	
	2.1 Introduction	5	
	2.2 Why Do Researchers Use Qualitative Methods?	6	
	2.3 Are Qualitative Methods Always Appropriate?	9	
	2.4 Should You Use Qualitative Methods?	12	
	2.5 Concluding Remarks	15	
3	Focusing a Research Project	17	
	3.1 Introduction	17	
	3.2 Moira's Research Diary	18	
	3.3 Sally's Research Diary	25	
	3.4 Simon's Research Diary	32	
	3.5 Concluding Remarks	39	
4	Issues in Research Design	43	
	4.1 Introduction	43	
	4.2 Interviews	44	
	4.3 Ethnographies	49	
	4.4 Texts	51	
	4.5 The Internet	55	
	4.6 Audio Data	57	
	4.7 Visual Data	59	
	4.8 Mixed Methods	62	
	4.9 Concluding Remarks	65	

5	What Counts as 'Originality'?	69
	5.1 Introduction	69
	5.2 Originality	70
	5.3 Being a Professional	71
	5.4 Independent Critical Thought	72
	5.5 Concluding Remarks	75
PA	RT TWO STARTING OUT	77
6	Formulating a Research Question	79
	6.1 Introduction	79
	6.2 Challenges	84
	6.3 Solutions	90
	6.4 Some Cautions	99
7	Using Theories	103
	7.1 Introduction	103
	7.2 How Theoretical Models Shape Research	105
	7.3 The Different Languages of Qualitative Research	105
	7.4 Theories, Models and Hypotheses	111
	7.5 Examples	113
	7.6 Concluding Remarks	117
8	Choosing a Methodology	120
	8.1 Introduction	120
	8.2 Qualitative or Quantitative?	120
	8.3 Your Research Strategy	122
	8.4 Choosing a Methodology: a Case Study	126
	8.5 Naturally Occurring Data?	132
	8.6 Mixed Methods?	136
	8.7 Concluding Remarks	138
9	How Many Cases Do You Need?	141
	9.1 Introduction	141
	9.2 What is a Case Study?	142
	9.3 The Quantitative Model of Generalization	144
	9.4 The Rationale of Case Study Design	145
	9.5 Case Study Research in Practice	148
	9.6 Concluding Remarks	155
10	Ethical Research	159
	10.1 Introduction	159
	10.2 The Standards of Ethical Research	161

	10.3 Why Ethics Matter for Your Research	163
	10.4 Ethical Guidelines in Practice	164
	10.5 Complex Ethical Issues	173
	10.6 Research Governance	179
	10.7 Conclusion: Managing Unfolding Ethical Demands	181
11	Writing a Research Proposal	187
	11.1 Introduction	187
	11.2 Aim for Crystal Clarity	189
	11.3 Plan Before You Write	189
	11.4 Be Persuasive	190
	11.5 Be Practical	191
	11.6 Make Broader Links	191
	11.7 A Caution: Misunderstanding Qualitative Research?	192
	11.8 Concluding Remarks	193
PA	RT THREE COLLECTING AND ANALYSING YOUR DATA	197
12	Collecting Your Data	199
	12.1 Collecting Interview Data	199
	12.2 Collecting Focus Group Data	211
	12.3 Collecting Ethnographic Data	213
	12.4 Collecting Internet Data	224
	12.5 Concluding Remarks	226
13	Developing Data Analysis	230
	13.1 Introduction	230
	13.2 Kick-Starting Data Analysis	231
	13.3 A Case Study	236
	13.4 Interviews	237
	13.5 Fieldnotes	242
	13.6 Transcripts	253
	13.7 Visual Data	256
	13.8 Concluding Remarks	260
14	Using Computers to Analyse Qualitative Data	264
	Clive Seale	
	14.1 Introduction	264
	14.2 What CAQDAS Software Can Do for You	265
	14.3 Advantages of CAQDAS	269
	14.4 Keyword Analysis	275
	14.5 Concluding Remarks	276

15	Quality in Qualitative Research	279
	15.1 Introduction	279
	15.2 Validity	285
	15.3 Reliability	298
	15.4 Concluding Remarks	301
16	Evaluating Qualitative Research	304
	16.1 Introduction	304
	16.2 Two Guides for Evaluating Research	305
	16.3 Four Quality Criteria	306
	16.4 Applying Quality Criteria	310
	16.5 Four Quality Issues Revisited	315
	16.6 Concluding Remarks	321
17	Effective Qualitative Research	324
	17.1 Introduction	324
	17.2 Keep It Simple	325
	17.3 Do Not Assume that We are Only Concerned with	
	Subjective Experience	325
	17.4 Take Advantage of Using Qualitative Data	326
	17.5 Avoid Drowning in Data	327
	17.6 Avoid Journalism	328
	17.7 Concluding Remarks	328
PA	RT FOUR WRITING UP	331
18	The First Few Pages	333
	18.1 Introduction	333
	18.2 The Title	333
	18.3 The Abstract	334
	18.4 Keywords	336
	18.5 The Table of Contents	337
	18.6 The Introduction	337
	18.7 Concluding Remarks	338
19	The Literature Review Chapter	340
	19.1 Recording Your Reading	340
	19.2 Writing your Literature Review	342
	19.3 Practical Questions	342
	19.4 Principles	345
	19.5 Do You Need a Literature Review Chapter?	348
	19.6 Concluding Remarks	349

20	The Methodology Chapter	351
	20.1 Introduction	351
	20.2 What Should the Methodology Chapter Contain?	352
	20.3 A Natural History Chapter?	355
	20.4 Concluding Remarks	358
21	Writing Your Data Chapters	360
	21.1 Introduction	360
	21.2 The Macrostructure	361
	21.3 The Microstructure	366
	21.4 Tightening Up	369
	21.5 Concluding Remarks	371
22	Your Concluding Chapter	373
	22.1 Introduction	373
	22.2 The Concluding Chapter as Mutual Stimulation	374
	22.3 What Exactly Should Your Concluding Chapter Contain?	374
	22.4 Confessions and Trumpets	376
	22.5 Theorizing as Thinking Through Data	377
	22.6 Writing for Audiences	378
	22.7 Why Your Concluding Chapter can be Fun	379
	22.8 Concluding Remarks	379
PA	RT FIVE GETTING SUPPORT	383
23	Making Good Use of Your Supervisor	385
	23.1 Introduction	385
	23.2 Supervision Horror Stories	386
	23.3 Student and Supervisor Expectations	386
	23.4 The Early Stages	389
	23.5 The Later Stages	391
	23.6 Standards of Good Practice	392
	23.7 Concluding Remarks	393
24	Getting Feedback	395
	24.1 Introduction	395
	24.2 Writing	396
	24.3 Speaking	397
	24.4 The Art of Presenting Research	400
	24.5 Feedback from the People You Study	404
	24.6 Concluding Remarks	405

PART SIX THE AFTERMATH	409
25 Surviving an Oral Examination	411
25.1 Introduction	411
25.2 Viva Horror Stories	412
25.3 Preparing for Your Oral	412
25.4 Doing the Oral	413
25.5 Outcomes	414
25.6 Revising Your Thesis after the Oral	415
25.7 A Case Study	415
25.8 Concluding Remarks	418
26 Getting Published	420
26.1 Introduction	420
26.2 The Backstage Politics of Publishing	421
26.3 Strategic Choices	423
26.4 What Journals are Looking For	427
26.5 Reviewers' Comments	428
26.6 How to Write a Short Journal Article	431
26.7 Concluding Remarks	431
27 Audiences	434
27.1 Introduction	435
27.2 The Policy-Making Audience	436
27.3 The Practitioner Audience	437
27.4 The Lay Audience	438
27.5 Concluding Remarks	440
Appendix: Transcription Symbols	442
Glossary	443
References	450
Author Index	461
Subject Index	465