

Contents

Acknowledgements	vi
Contributors	vii
PART I THE BASICS	
1 An introduction to Applied Qualitative Research <i>Robert Walker</i>	3
2 Making Qualitative Research Work – Aspects of Administration <i>Jean Morton-Williams</i>	27
PART II SOME METHODS	
3 Depth Interviewing <i>Sue Jones</i>	45
4 The Analysis of Depth Interviews <i>Sue Jones</i>	56
5 Group Interviewing <i>Alan Hedges</i>	71
6 Participant Observation in Social Analysis <i>Ron Bastin</i>	92
7 Projective Techniques in Social and Market Research <i>Alan Branthwaite and Tony Lunn</i>	101
PART III THE PRACTICE	
8 Problem Definition: Attitudes to Benefits <i>Jane Ritchie and Alison Matthews</i>	130
9 Monitoring Policy: Observing the Police in Action <i>David J. Smith and Jeremy Gray</i>	145
10 Policy Evaluation: The use of Varied Data in a Study of a Psychogeriatric Service <i>Gilbert Smith and Caroline Cantley</i>	156
PART IV THE PRODUCT	
11 Evaluating Applied Qualitative Research <i>Robert Walker</i>	177
Further Reading	197
Name Index	199
Subject Index	201