
Brief Contents

Preface	xxi
PART 1. Conceptual Issues in Qualitative Inquiry	1
1. The Nature of Qualitative Inquiry	3
2. Strategic Themes in Qualitative Inquiry	37
3. Variety in Qualitative Inquiry: Theoretical Orientations	75
4. Particularly Appropriate Qualitative Applications	143
PART 2. Qualitative Designs and Data Collection	207
5. Designing Qualitative Studies	209
6. Fieldwork Strategies and Observation Methods	259
7. Qualitative Interviewing	339
PART 3. Analysis, Interpretation, and Reporting	429
8. Qualitative Analysis and Interpretation	431
9. Enhancing the Quality and Credibility of Qualitative Analysis	541
References	R1
Author Index	I1
Subject Index	I13
About the Author	A1

Detailed Contents

Preface

xxi

PART 1. Conceptual Issues in Qualitative Inquiry	1
1. The Nature of Qualitative Inquiry	3
The Fruit of Qualitative Methods	3
EXHIBIT 1.1 Three Kinds of Qualitative Data	4
Recognizing Qualitative Data	4
Qualitative Findings: Themes, Patterns, Concepts, Insights, Understandings	5
EXHIBIT 1.2 Women's Ways of Knowing: An Example of Qualitative Findings	7
EXHIBIT 1.3 Coming-of-Age Paradigms	9
Different Purposes of and Audiences for Qualitative Studies: Research, Evaluation, Dissertations, and Personal Inquiry	9
Making Methods Decisions	12
Methods Choices: Contrasting Qualitative and Quantitative Emphases	12
EXHIBIT 1.4 Some Guiding Questions and Options for Methods Decisions	13
Comparing Two Kinds of Data: An Example	14
The Power of Qualitative Data	17
Face Validity and Credibility	20

The Purpose of Open-Ended Responses	20
Inquiry by Observation	21
The Raw Data of Qualitative Inquiry	26
People-Oriented Inquiry	27
The Fruit of Qualitative Methods Revisited	28

EXHIBIT 1.5 Internet E-mail Discussion Groups (listservs) on Qualitative Methods	29
--------------------------------------------------------------------------------------------	----

Between-Chapters Interlude:

Top Ten Pieces of Advice to a Graduate Student Considering a Qualitative Dissertation	31
--------------------------------------------------------------------------------------------------	-----------

Strategic Themes in Qualitative Inquiry **37**

General Principles	37
The Purpose of a Strategic Framework	38
Design Strategies for Qualitative Inquiry	39
Naturalistic Inquiry	39

EXHIBIT 2.1 Themes of Qualitative Inquiry	40
--------------------------------------------------	----

Emergent Design Flexibility	43
Purposeful Sampling	45
Data Collection and Fieldwork: Strategies for Qualitative Inquiry	47
Qualitative Data	47
Direct Personal Experience and Engagement: Going Into the Field	47
Empathic Neutrality	49
Empathy and Insight	51
A Dynamic, Developmental Perspective	54
Analysis Strategies for Qualitative Inquiry	55
Unique Case Orientation	55
Inductive Analysis and Creative Synthesis	55
Holistic Perspective	58
Context Sensitivity	61
Voice and Perspective: Reflexivity	63

EXHIBIT 2.2 Reflexive Questions: Triangulated Inquiry	66
--------------------------------------------------------------	----

From Strategic Ideals to Practical Choices	66
Beyond Competing Inquiry Paradigms	68
Pragmatism	71
Ideal Conditions for Research: A Cautionary Tale	72

3. Variety in Qualitative Inquiry: Theoretical Orientations	75
Special Gifts	75
From Core Strategies to Rich Diversity	76
EXHIBIT 3.1 Which Approach Is Right?	77
Alternative Ways of Distinguishing Qualitative Traditions	79
Foundational Questions	80
Theoretical Traditions and Orientations	81
Ethnography	81
EXHIBIT 3.2 Culture, Culture Everywhere: Sample of Media Headlines	83
Autoethnography and Evocative Forms of Inquiry	84
EXHIBIT 3.3 Varieties of Autoethnography: A Partial Lexicology	85
Truth and Reality-Oriented Correspondence Theory:	
Positivist, Realist, and Analytic Induction Approaches	91
Social Construction and Constructivism	91
EXHIBIT 3.4 Constructivism Versus Constructionism	97
Phenomenology	104
Heuristic Inquiry	107
Qualitative Heuristics: A German Alternative Tradition	109
Ethnomethodology	110
Symbolic Interaction	112
Hermeneutics	113
Narratology or Narrative Analysis	115
Ecological Psychology	118
A Systems Perspective and Systems Theory	119
Chaos and Complexity Theory: Nonlinear Dynamics	123
Grounded Theory	124
EXHIBIT 3.5 Complexity (Chaos) Theory Precepts and Qualitative Inquiry Implications	126
Oriental Qualitative Inquiry: Feminist Inquiry, Critical Theory, and Queer Theory as Examples	129
Variety in Qualitative Inquiry: Different Answers to Core Questions	131
EXHIBIT 3.6 Variety in Qualitative Inquiry: Theoretical Traditions	132
Pragmatism	135
EXHIBIT 3.7 Sample Internet E-mail Discussion Groups (listservs) and Sites Relevant to Qualitative Inquiry and Theory	136
The Apple of Your Eye	137
APPENDIX 3.1. Example of Autoethnographic Writing	138

4. Particularly Appropriate Qualitative Applications	143
Apprenticeship in Pragmatism	143
Practical Purposes and Concrete Questions	145
A Focus on Quality	145
Quality Assurance and Program Evaluation	147
EXHIBIT 4.1 Comparing Program Evaluation and Quality Assurance	149
Evaluation Applications	151
Outcomes Evaluation	151
Evaluating Individualized Outcomes	152
EXHIBIT 4.2 Behind the Numbers of an Employment Program: The Story of Li	155
Process Studies	159
Implementation Evaluation	161
Logic Models and Theories of Action	162
Evaluability Assessments	163
Comparing Programs: Focus on Diversity	163
EXHIBIT 4.3 Types of Teacher Centers	166
Prevention Evaluation	166
Documenting Development Over Time and Investigating System Changes	167
From Evaluation Issues to Evaluation Models	168
Evaluation Models	169
Goal-Free Evaluation	169
Transaction Models: Responsive and Illuminative Evaluation	171
Connoisseurship Studies	172
Utilization-Focused Evaluation	173
Interactive and Participatory Applications	175
Personalizing and Humanizing Evaluation	175
Harmonizing Program and Evaluation Values	176
Developmental Applications: Action Research, Action Learning, Reflective Practice, and Learning Organizations	177
EXHIBIT 4.4 Common Principles Undergirding Qualitative Inquiry and Humanistic Values	177
EXHIBIT 4.5 Matching Program Philosophy and Evaluation Approach: An Illustration	178
Appreciative Inquiry	181
Participatory Research and Evaluation: Valuing and Facilitating Collaboration	182

EXHIBIT 4.6	Principles of Fully Participatory and Genuinely Collaborative Inquiry	185
	Supporting Democratic Dialogue and Deliberation	185
	Supporting Democracy Through Process Use: Helping the Citizenry Weigh Evidence and Think Evaluatively	187
	Special Applications	191
	The Need for Unobtrusive Measures	191
	State-of-the-Art Considerations: Lack of Proven Quantitative Instrumentation	192
	Confirmatory and Elucidating Research: Adding Depth, Detail, and Meaning to Quantitative Analyses	193
	Rapid Reconnaissance	194
	Capturing and Communicating Stories	195
EXHIBIT 4.7	Example of a “Most Significant Change” Story	197
	Legislative Auditing and Monitoring	198
	Futuring Applications: Anticipatory Research and Prospective Policy Analysis	200
	Breaking the Routine: Generating New Insights	202
	Summary: A Vision of the Utility of Qualitative Methods	202
EXHIBIT 4.8	Qualitative Inquiry Applications: Summary Checklist of Particularly Appropriate Uses of Qualitative Methods	204
EXHIBIT 4.9	Sample Internet E-mail Discussion Groups (listservs) and Sites Relevant to Qualitative Applications and Practice	205

PART 2. Qualitative Designs and Data Collection 207

5. Designing Qualitative Studies 209	
The First Evaluation	209
A Meta-Evaluation	211
Clarity About Purpose: A Typology	213
Basic Research	215
EXHIBIT 5.1 Fundamental Disciplinary Questions	216
Applied Research	217
EXHIBIT 5.2 Sample Interdisciplinary Applied Research Questions	218
Evaluation Research: Summative and Formative	218
Action-Oriented, Problem-Solving Research	221
The Purpose of Purpose Distinctions	222

Examples of Types of Research Questions: A Family Research Example	223
Critical Trade-Offs in Design	223
EXHIBIT 5.3 A Typology of Research Purposes	224
EXHIBIT 5.4 Family Research Example: Research Questions Matched to Research Category	225
Breadth Versus Depth	227
Units of Analysis	228
Purposeful Sampling	230
EXHIBIT 5.5 Examples of Units of Analysis for Case Studies and Comparisons	231
Information-Rich Cases	242
Sample Size	242
EXHIBIT 5.6 Sampling Strategies	243
Emergent Designs and Protection of Human Subjects	246
Methodological Mixes	247
Triangulation	247
Mixing Data, Design, and Analysis Approaches	248
The Case of Operation Reach-Out: Variations in Program Evaluation Design	249
Alternative Pure and Mixed Strategies	251
EXHIBIT 5.7 Measurement, Design, and Analysis: Pure and Mixed Combinations	252
Design and Methods Decisions	253
EXHIBIT 5.8 Design Issues and Options	254
Choices	257
6. Fieldwork Strategies and Observation Methods	259
To Understand the World	260
Folk Wisdom About Human Observation	261
The Value of Direct Observations	264
Observation-Based Evaluation and Applied Research in a Political World	265
Variations in Observational Methods	265
Variations in Observer Involvement: Participant or Onlooker or Both?	265
Insider and Outsider Perspectives: Emic Versus Etic Approaches	267
Who Conducts the Inquiry? Solo and Team Versus Participatory and Collaborative Approaches	269
Overt Versus Covert Observations	273

Variations in Duration of Observations	273
Variations in Observational Focus	275
Dimensions Along Which Fieldwork Varies: An Overview	276
What to Observe: A Sensitizing Framework	276
EXHIBIT 6.1 Dimensions Showing Fieldwork Variations	277
Sources of Data	279
EXHIBIT 6.2 Examples of Sensitizing Concepts	280
The Setting	280
EXHIBIT 6.3 Example of Combining Description and Metaphor to Provide a Sense of Place	282
The Human, Social Environment	283
Historical Perspectives	284
Planned Program Implementation Activities and Formal Interactions	285
Informal Interactions and Unplanned Activities	285
The Native Language of the Program	288
Nonverbal Communication	290
Unobtrusive Observations	291
Documents	293
Observing What Does Not Happen	295
Nested and Layered Case Studies During Fieldwork	297
Observing Oneself	299
EXHIBIT 6.4 Nested, Layered, and Overlapping Mini-Case Studies During Fieldwork: Example From the Wilderness Education Program Evaluation	300
Sources of Data Reviewed	301
Creativity in Fieldwork	302
Doing Fieldwork: The Data-Gathering Process	302
Field Notes	302
EXHIBIT 6.5 Fieldnotes Comparisons	304
Procedurally Speaking	305
Observations, Interviews, and Documentation: Bringing Together Multiple Perspectives	306
The Technology of Fieldwork and Observation	307
Stages of Fieldwork	310
Entry Into the Field	310
What You Say and What You Do	314
Routinization of Fieldwork: The Dynamics of the Second Stage	317

Key Informants	321
Bringing Fieldwork to a Close	322
Evaluation Feedback	324
The Observer and What Is Observed: Unity and Separation	326
The Personal Experience of Fieldwork	329
A Part of and Apart From the World Observed	329
Summary Guidelines for Fieldwork	330
EXHIBIT 6.6 Summary Guidelines for Fieldwork	330

Between-Chapters Interlude:

Outside to Inside, Inside to Outside: Shifting Perspectives	333
Preface	335
“Nothing About Us, Without Us”	335
<i>Barbara Lee</i>	

7. Qualitative Interviewing	339
Beyond Silent Observation	339
Rigorous and Skillful Interviewing	340
Inner Perspectives	340
Variations in Qualitative Interviewing	341
The Informal Conversational Interview	342
The Interview Guide	343
The Standardized Open-Ended Interview	344
EXHIBIT 7.1 Evaluation Interview Guide for Participants in an Employment Training Program	345
Combining Approaches	347
Summary of Interviewing Strategies	348
Question Options	348
Experience and Behavior Questions	348
EXHIBIT 7.2 Variations in Interview Instrumentation	349
Opinion and Values Questions	350
Feeling Questions	350
Knowledge Questions	350
Sensory Questions	351
Background/Demographic Questions	351
Distinguishing Question Types	351
The Time Frame of Questions	351
EXHIBIT 7.3 A Matrix of Question Options	352

Sequencing Questions	352
Wording Questions	353
Asking Truly Open-Ended Questions	353
The Horns of a Dichotomy	354
Asking Singular Questions	358
Clarity of Questions	361
Why to Take Care Asking “Why?”	363
Rapport and Neutrality	365
Neutral Questions	365
Using Illustrative Examples in Questions	366
Role-Playing and Simulation Questions	367
Presupposition Questions	369
Alternative Question Formats	370
Prefatory Statements and Announcements	370
Probes and Follow-Up Questions	371
Process Feedback During the Interview	374
Support and Recognition Responses	375
Maintaining Control and Enhancing the Quality of Responses	375
The One-Shot Question	378
The Final or Closing Question	379
Beyond Technique	379
Mechanics of Gathering Interview Data	380
Recording the Data	380
EXHIBIT 7.4 Tips for Tape-Recording Interviews: How to Keep Transcribers Sane	382
Taking Notes During Interviews	383
After the Interview	383
Special Applications and Issues	385
Think-Aloud Protocol Interviewing	385
Focus Group Interviews	385
Group Interviews	390
Cross-Cultural Interviewing	391
Language Differences	392
Differing Norms and Values	393
Beyond Standard Interviewing: Creative Qualitative Modes of Inquiry	394
Participant Interview Chain	396
Data Collection by Program Staff	397
EXHIBIT 7.5 Training Nonresearchers as Focus Group Interviewers: Women Leaving Prostitution	399

Interactive Group Interviewing and Dialogues	400
Creativity and Data Quality: Qualitative Bricolage	400
Specialized and Targeted Interview Approaches	402
Ethical Challenges in Qualitative Interviewing	405
Informed Consent and Confidentiality	407
EXHIBIT 7.6 Ethical Issues Checklist	408
New Directions in Informed Consent: Confidentiality	
Versus People Owning Their Own Stories	411
Reciprocity: Should Interviewees Be Compensated? If So, How?	412
How Hard Should Interviewers Push for Sensitive Information?	415
Be Careful. It's Dangerous Out There.	415
Personal Reflections on Interviewing	416
An Interview With the King of the Monkeys	417
Halcolm on Interviewing	418
APPENDIX 7.1. Sample of a Detailed Interview Guide	419
APPENDIX 7.2. Examples of Standardized Open-Ended Interviews	422

PART 3. Analysis, Interpretation, and Reporting 429

8. Qualitative Analysis and Interpretation	431
The Complete Analysis Isn't	431
The Challenge	432
Purpose as Context	434
When Does Analysis Begin?	436
Thick Description	437
EXHIBIT 8.1 Options for Organizing and Reporting Qualitative Data	439
Organizing the Data	440
Protecting Data	441
Computer-Assisted Qualitative Data Management and Analysis	442
EXHIBIT 8.2 Examples of Software Programs for Qualitative Analysis	444
EXHIBIT 8.3 Internet Resources and E-mail Discussion Groups (listservs) on Qualitative Analysis	445
Case Studies	447
EXHIBIT 8.4 Case Study: Layers of Possible Analysis	448
From Data to Case Study	449
EXHIBIT 8.5 The Process of Constructing Case Studies	450

Pattern, Theme, and Content Analysis	452
Inductive and Deductive Qualitative Analyses	453
Indigenous Concepts and Practices	454
Sensitizing Concepts	456
Indigenous Typologies	457
Analyst-Constructed Typologies	458
EXHIBIT 8.6 Qualitative Analysis of Ancestry at the U.S. Census	461
The Intellectual and Mechanical Work of Analysis	462
Coding Data, Finding Patterns, Labeling Themes, and Developing Category Systems	462
EXHIBIT 8.7 First-Cut Coding Examples: Sample Codes From the Field Note Margins	464
Convergence and Divergence in Coding and Classifying	465
Determining Substantive Significance	467
Logical Analysis	468
EXHIBIT 8.8 An Empirical Typology of Teacher Roles in Dealing With High School Dropouts	469
A Process/Outcomes Matrix	471
EXHIBIT 8.9 Mapping Stakeholders' Stakes	472
EXHIBIT 8.10 Conceptual Guide for Data Collection and Analysis: Utilization of Planning, Evaluation, and Reporting	473
EXHIBIT 8.11 Matrix of Linkages Between Program Processes and Impacts	474
An Analysis Example: Recognizing Processes, Outcomes, and Linkages in Qualitative Data	474
Interpreting Findings	477
Interpreting for Meaning	477
Comparisons, Causes, Consequences, and Relationships	478
Theory-Based Analysis Approaches	481
Phenomenological Analysis	482
Grounded Theory	487
Qualitative Comparative Analysis	492
Analytic Induction	493
Special Analytical Issues and Frameworks	494
Reflexivity and Voice	494
Collaborative and Participatory Analyses	496
The Hermeneutic Circle and Interpretation	497
Analyzing Institutional Documents	498

Dramaturgical Analysis	499
Finding Nothing	500
Synthesizing Qualitative Studies	500
Reporting Findings	502
Balance Between Description and Interpretation	503
Communicating With Metaphors and Analogies	504
Drawing Conclusions	506
Special Issues in Evaluation Reporting and an Example	506
Feedback and Analysis	506
Evaluative Feedback Using Indigenous Typologies	507
EXHIBIT 8.12 Distinguishing Observations From Perceived Impacts	509
To Write a Report or Not to Write a Report?	510
Focus	511
The Executive Summary and Research Abstract	511
EXHIBIT 8.13 Utilization-Focused Evaluation Reporting	512
Carpe Diem Briefings	512
The Creativity of Qualitative Inquiry	512
The Past and the Future: Deciding in Which Direction to Look	515
APPENDIX 8.1. Excerpts From a Codebook for Use by Multiple Coders	516
APPENDIX 8.2. Mike: An Illustrative Case Study	518
APPENDIX 8.3. Excerpts From an Illustrative Interview Analysis: Reflections on Outcomes From Participants in a Wilderness Education Program	525
<u>Between-Chapters Interlude:</u>	
Riddles of Qualitative Inquiry: Who Am I?	537
<i>Gary D. Shank</i>	
9. Enhancing the Quality and Credibility of Qualitative Analysis	541
Interpreting Truth	541
Alternative Criteria for Judging Quality	542
EXHIBIT 9.1 Alternative Sets of Criteria for Judging the Quality and Credibility of Qualitative Inquiry	544
Traditional Scientific Research Criteria	544
Social Construction and Constructivist Criteria	546
Artistic and Evocative Criteria	547
Critical Change Criteria	548
Evaluation Standards and Principles	549

Clouds and Cotton: Mixing and Changing Perspectives	551
Credibility	552
Rigor: Strategies for Enhancing the Quality of Analysis	553
Integrity in Analysis: Generating and Assessing Rival Conclusions	553
Negative Cases	554
Triangulation	555
EXHIBIT 9.2 A Story of Triangulation: Testing Conclusions With More Fieldwork	559
Design Checks: Keeping Methods and Data in Context	563
High-Quality Lessons Learned	564
EXHIBIT 9.3 High-Quality Lessons Learned	565
The Credibility of the Researcher	566
Considering Investigator Effects: Varieties of Reactivity	567
Intellectual Rigor	570
The Paradigms Debate and Credibility	570
Beyond the Numbers Game	572
Beyond Objectivity and Subjectivity: New Concepts, New Language	574
Reflections on Truth and Utility as Criteria of Quality	577
From Generalizations to Extrapolations and Transferability	581
The Credibility Issue in Retrospect: Increased Legitimacy for Qualitative Methods	584
Beyond the Qualitative-Quantitative Debate	584
Matching Claims and Criteria	587
APPENDIX 9.1. Case Study: A Documenter's Perspective	589
References	R1
Author Index	I1
Subject Index	I13
About the Author	A1