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Sommario/riassunto

An informative real-world guide to studying the "why" of human behavior. Introduction to Qualitative Research Methods is a practical, comprehensive guide to the collection and presentation of qualitative data. Unique in the market, this book describes the entire research process--from design through writing--illustrated by examples of real, complete qualitative work that clearly demonstrates how methods are used in actual practice. This updated fourth edition includes all new case studies, with additional coverage of mixed methods, non-sociological settings, funding, and a sample interview guide. The studies profiled are accompanied by observation field notes, and the text includes additional readings for both students and instructors. More than just theory, this guide is designed to give you a real-world practitioner's view of how qualitative research is handled every step of the way. Many different disciplines rely on qualitative research as a method of inquiry, to gain an in-depth understanding of human behavior and the governing forces behind it. Qualitative research asks "why" and "how," and the data is frequently complex and difficult to measure. This book shows you how to effectively handle qualitative work, regardless of where it's being applied. -Understand the strengths and limitations of qualitative data -Learn how experts work around common methodological issues -Compare actual field notes to the qualitative studies they generated -Examine the full range of qualitative methods throughout the research process. Whether you're studying sociology, psychology, marketing, or any number of other fields, especially in the social and behavioral sciences, human behavior is the central concern of your work. So what drives human behavior? That's what qualitative research helps to explain. Introduction to Qualitative Research Methods gives you the foundation you need to begin seeking answers.
