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qualitative researcher, a situation is defined by the participants' perspectives, making it the primary method of inquiry for understanding social phenomena through the lens of experience. This book introduces the essentials of qualitative research, bolstered by expert analysis and discussion that provides deeper insight than a traditional textbook format would allow. Understand the fundamental nature of qualitative research Learn how to accurately assess and evaluate qualitative research Explore qualitative research's many forms and applications Gain insight on qualitative research in a variety of fields and disciplines How does one codify an experience? Is it possible to measure emotion in units? Qualitative research fills the void where numbers cannot reach. It is the best tool we have for studying the unquantifiable aspects of the human experience, and it is an essential tool in a wide variety of fields. Qualitative Research in Practice provides translatable skills in a practical format to quicken your transition from "learning" to "using."--Publisher.