## **Brief Contents**

| List of Boxes List of Figures List of Tables List of Case Studies |  | xvi   |
|---|--|-------|
|   |  | xviii |
|   |  | XX    |
|   |  | xxi   |
|   | out the Author                             | xxiii |
|   | Publisher's Acknowledgements               |       |
| Pre   | eface to the Fifth Edition                 | xxvi  |
| PA  | RT 1 FRAMEWORK                             | 1     |
| 1   | Guide to This Book                         | 3     |
| 2   | Qualitative Research: Why and How to Do It | 11    |
| 3   | Qualitative and Quantitative Research      | 25    |
|   |  | 39    |
| 5   | Ethics of Qualitative Research             | 48    |
| PART 2 THEORY IN QUALITATIVE RESEARCH                             |  | 63    |
| 6   | Using the Existing Literature              | 65    |
| 7   | Theories Underlying Qualitative Research   | 74    |
| 8   | Texts as Data in Qualitative Research      | 95    |
| PART: 3 RESEARCH DESIGN   |  | 107   |
| 9   | Designing Qualitative Research             | 111   |
| 10  | The Qualitative Research Process           | 136   |
| 11  | Research Questions                         | 145   |
| 12  | Entering the Field                         | 157   |
| 13  | Sampling                                   | 167   |
| 14  | Triangulation                              | 182   |
| PA  | RT 4 VERBAL DATA                           | 193   |
| 15  | Collecting Verbal Data                     | 195   |

195

207

16 Interviews

|   | <ul><li>17 Focus Groups</li><li>18 Using Narrative Data</li></ul>     | 242<br>263 |
|---|---|------------|
|   | PART 5 DATA BEYOND TALK   | 291        |
|   | 19 Collecting Data beyond Talk  | 293        |
|   | 20 Observation and Ethnography  | 307        |
|   | 21 Visual Data: Photography, Film, and Video                          | 334        |
|   | 22 Using Documents as Data  | 352        |
|   | PART 6 QUALITATIVE DATA ANALYSIS                                      | 365        |
|   | 23 Qualitative Data Analysis  | 369        |
|   | 24 Transcription and Data Management                                  | 384        |
|   | 25 Grounded Theory Coding   | 397        |
|   | 26 Thematic Coding and Content Analysis                               | 420        |
|   | 27 Naturally Occurring Data: Conversation, Discourse, and Hermeneutic |            |
|   | Analysis  | 439        |
|   | 28 Using Software in Qualitative Data Analysis                        | 461        |
|   | PART 7 GROUNDING, WRITING, AND OUTLOOK                                | 477        |
|   | 29 Quality of Qualitative Research: Criteria and Beyond               | 479        |
|   | 30 Writing Qualitative Research                                       | 508        |
|   | 31 State of the Art and the Future                                    | 520        |
|   | of the of the factories   | 223        |
|   | Glossary  | 534        |
|   | References  | 546        |
| • | Author Index  | 572        |
|   | Subject Index   | 578        |

## Contents

| Lis             | t of Boxes   | xvi   |
|-----------------|--|-------|
| List of Figures |  | xviii |
|                 | List of Tables<br>List of Case Studies<br>About the Author<br>Publisher's Acknowledgements |       |
| Lis             |  |       |
| Ab              |  |       |
|                 |  |       |
| Pre             | face to the Fifth Edition  | xxvi  |
| PA              | RT I FRAMEWORK   | 1     |
| 1               | Guide to This Book   | 3     |
|                 | The Approach of This Book  | 3     |
|                 | The Structure of the Book  | 4     |
|                 | Special Features of the Book   | 7     |
|                 | How to Use This Book   | 10    |
| 2               | Qualitative Research: Why and How to Do It   | 11    |
|                 | The Relevance of Qualitative Research  | 11    |
|                 | Research Questions as a Starting Point   | 12    |
|                 | Limitations of Quantitative Research   | 13    |
|                 | Essential Features   | 14    |
|                 | A Brief History of Qualitative Research  | 17    |
|                 | Qualitative Research at the End of Modernity   | 22    |
|                 | Landmarks in Qualitative Research  | 22    |
| 3               | Qualitative and Quantitative Research  | 25    |
|                 | Relationship of Qualitative and Quantitative Research                                      | 25    |
|                 | Linking Qualitative and Quantitative Research in One Design                                | 29    |
|                 | Combining Qualitative and Quantitative Data  | 32    |
|                 | Combining Qualitative and Quantitative Methods   | 33    |
|                 | Linking Qualitative and Quantitative Results   | 33    |
|                 | Research Evaluation and Generalization   | 34    |
|                 | Mixed-Methods Research   | 35    |
|                 |  |       |

|    | Methods' Appropriateness as a Point of Reference<br>Checklist for Deciding between Using Qualitative or                      | 36                                     |
|----|--|--|
|    | Quantitative Research  | 37                                     |
| 4  | Approaches to Qualitative Research   | 39                                     |
|    | Research Programs in Qualitative Research<br>Major Methods and Types of Data   | 39<br>43                               |
|    | General Issues   | 45                                     |
|    | Checklist for Locating a Study in the Field  | 46                                     |
|    | Checklist for Locating a Study in the Field  | 40                                     |
| 5  | Ethics of Qualitative Research   | 48                                     |
|    | The Need for Ethics in Research  | 49                                     |
|    | Codes of Ethics  | 50                                     |
|    | Ethics Committees  | 53                                     |
|    | How to Act Ethically   | 54                                     |
|    | Qualitative Research Ethics—Necessary for Better Research  | 60                                     |
|    | Checklist for Taking Ethical Issues into Account   | 61                                     |
| PA | RT 2 THEORY IN QUALITATIVE RESEARCH  | 63                                     |
| 6  | Using the Existing Literature  | 65                                     |
|    | How and When to Use the Literature   | 65                                     |
|    | How to Use the Theoretical Literature  | 66                                     |
|    | How to Use Theories  | 67                                     |
|    | How to Use Empirical Literature  | 68                                     |
|    | How to Use the Methodological Literature   | 69                                     |
|    | How to Use the Literature When Writing about Your Study  | 70                                     |
|    | Where to Search the Literature   | 70                                     |
|    | How to Search the Literature   | 71                                     |
|    | Checklist for Literature Reviews   | 72                                     |
| 7  | Thomas I Indontrina Qualitativa Daggardh   | - 4                                    |
|    | Theories Underlying Qualitative Research   | 74                                     |
|    | Positivism   | 74<br>75                               |
|    |  | 75                                     |
|    | Positivism   | 75                                     |
|    | Positivism Constructionism Construction of Knowledge Feminism  | 75<br>76                               |
|    | Positivism Constructionism Construction of Knowledge Feminism Research Perspectives  | 75<br>76<br>76<br>78<br>80             |
|    | Positivism Constructionism Construction of Knowledge Feminism Research Perspectives Symbolic Interactionism                  | 75<br>76<br>76<br>78<br>80<br>81       |
|    | Positivism Constructionism Construction of Knowledge Feminism Research Perspectives Symbolic Interactionism Ethnomethodology | 75<br>76<br>76<br>78<br>80<br>81<br>84 |
|    | Positivism Constructionism Construction of Knowledge Feminism Research Perspectives Symbolic Interactionism                  | 75<br>76<br>76<br>78<br>80<br>81       |

viii CONTENTS

|     | Rivalry of Paradigms or Triangulation of Perspectives<br>Common Features of the Different Positions<br>Guideline Questions for Locating Procedures in   | 89<br>90  |
|-----|---|---|
|     | Theoretical Frameworks  | 92  |
| 8   | Texts as Data in Qualitative Research   | 95  |
|     | Text and Realities Text as World Making: First-Degree and Second-Degree Constructions Social Constructions as Starting Points World Making in the Text: Mimesis Mimesis: Biography and Narrative Checklist for Reflecting on Relations between Text and Social World in Qualitative Data  | 96<br>96<br>97<br>99<br>101   |
| PA] | RT 3 RESEARCH DESIGN  | 107   |
| 9   | Designing Qualitative Research  | 111   |
|     | How to Plan and Construct Designs in Qualitative Research Shortcut Strategies Online Qualitative Research Basic Designs in Qualitative Research Case Studies Comparative Studies Retrospective Studies Snapshots: Analysis of State and Process at the Time of the Investigation Longitudinal Studies Starting Points for Selecting a Research Design Checklist for Selecting a Research Design | 112<br>117<br>117<br>121<br>121<br>123<br>125<br>126<br>128<br>129<br>132 |
| 10  | The Qualitative Research Process  | 136   |
|     | Research as Linear Process? The Concept of Process in Grounded Theory Research Linearity and Circularity of the Process Theories in the Research Process as Versions of the World The Research Process in Qualitative Research in General Checklist for Reflecting about Planning the Research Process  | 137<br>137<br>139<br>139<br>142<br>142                                    |
| 11  | Research Questions  | 145   |
|     | Origins of Research Questions<br>Cutting Questions to Size  | 146<br>148  |

CONTENTS ix

| Specifying an Area of Interest and Delimiting the Issue    | 148 |
|--|-----|
| Sensitizing Concepts and the Triangulation of Perspectives | 149 |
| Types of Research Questions                                | 150 |
| Good and Bad Research Questions                            | 153 |
| Research Questions and Practice                            | 154 |
| Checklist for Research Questions                           | 155 |
| 12 Entering the Field                                      | 157 |
| The Problem of Access                                      | 157 |
| Role Definitions When Entering an Open Field               | 158 |
| Access to Institutions                                     | 159 |
| Access to Individuals                                      | 161 |
| Strangeness and Familiarity                                | 162 |
| Strategies of Gaining Access—Examples                      | 164 |
| Checklist for Entering the Field                           | 165 |
| 13 Sampling  | 167 |
| Frameworks of Sampling for Data Collection                 | 167 |
| Defining the Sample Structure Beforehand                   | 168 |
| Defining the Sample Structure Step by Step                 | 170 |
| Sampling Step by Step as a General Principle               | 173 |
| Purposive Sampling   | 175 |
| Aims of Sampling: Width or Depth                           | 177 |
| Case Constitution in the Sample                            | 177 |
| Sampling Decisions in the Research Process                 | 178 |
| Sampling Checklist   | 179 |
| 14 Triangulation   | 182 |
| Types and Definition of Triangulation                      | 183 |
| Triangulation Step by Step                                 | 184 |
| Issues Arising from Triangulation                          | 189 |
| Triangulation as Systematization of Qualitative Methods    | 191 |
| Checklist for Designing and Assessing Triangulation        | 192 |
| PART 4 VERBAL DATA   | 193 |
| 15 Collecting Verbal Data                                  | 195 |
| What Are Verbal Data?                                      | 195 |
| Why Verbal Data? Aims and Target Groups                    | 196 |
| Types of Verbal Data                                       | 197 |
|  |     |

X CONTENTS

|    | What Are Interviews? What Characterizes Narratives? What Are Focus Groups? Starting Points for Selecting an Approach for Collecting Verbal Data Checklist for Selecting a Method for Collecting Verbal Data  | 199<br>199<br>199<br>200<br>205                             |
|----|--|---|
| 16 | Interviews   | 207   |
|    | How to Conduct Interviews The Focused Interview The Semi-standardized Interview The Problem-centered Interview Expert and Elite Interviews The Ethnographic Interview Online Interviewing How to Analyze Interviews Checklist for Doing Interviews                               | 208<br>211<br>217<br>223<br>227<br>232<br>233<br>237<br>238 |
| 17 | Focus Groups   | 242   |
|    | Group Interviews Group Discussions Focus Groups Online Focus Groups How to Analyze Focus Groups Checklist for Doing Focus Groups   | 243<br>244<br>250<br>255<br>257<br>260                      |
| 18 | Using Narrative Data   | 263   |
|    | Narratives: Why and How? Backgrounds and Approaches The Narrative Interview The Episodic Interview Between Biography and Episode Joint Narratives How to Analyze Narratives Small Narratives and Constructionist Analysis Checklist for Using Narratives in Qualitative Research | 263<br>265<br>273<br>280<br>280<br>282<br>287<br>288        |
| PA | RT 5 DATA BEYOND TALK  | 291   |
| 19 | Collecting Data beyond Talk  | 293   |
|    | Aims of Collecting Data beyond Talk<br>Types of Data beyond Talk   | 294<br><b>2</b> 95  |

CONTENTS xi

| What Is Observation?                                     | 295         |
|--|-------------|
| What Is Participant Observation?                         | 296         |
| What Is Ethnography?                                     | 296         |
| What Is Virtual Ethnography?                             | 297         |
| What Is Visual Qualitative Research?                     | 297         |
| What Are Documents?                                      | 298         |
| Starting Points for Selecting an Approach for Collecting |             |
| Data beyond Talk   | <b>2</b> 99 |
| Checklist for Using Data beyond Talk                     | 304         |
| 20 Observation and Ethnography                           | 307         |
| Observation  | 308         |
| Participant Observation                                  | 312         |
| Ethnography  | 319         |
| Writing Field Notes                                      | 323         |
| Virtual Ethnography                                      | 324         |
| Analyzing Observations and Ethnographies                 | 329         |
| Checklist for Doing Observation and Ethnography          | 330         |
| 21 Visual Data: Photography, Film, and Video             | 334         |
| Photographs as an Instrument and Object of Research      | 334         |
| Film Analysis as an Instrument of Research               | 342         |
| Video Analysis in Qualitative Research                   | 346         |
| Checklist for Using Visual Data                          | 349         |
| 22 Using Documents as Data                               | 352         |
| What Characterizes Documents?                            | 353         |
| Using Documents as Data: More than Textual Analysis      | 355         |
| Selecting Documents                                      | 355         |
| Constructing a Corpus                                    | 356         |
| The Practicalities of Using Documents                    | 356         |
| How to Analyze Documents                                 | 359         |
| Analyzing Internet Documents                             | 360         |
| Checklist for Using Documents in Qualitative Research    | 362         |
| PART 6 QUALITATIVE DATA ANALYSIS                         | 365         |
| 23 Qualitative Data Analysis                             | 369         |
| Aims of Qualitative Data Analysis                        | 369         |
| What Is Qualitative Data Analysis?                       | 370         |

xii CONTENTS

|    | Data Management Using Naturally Occurring or Solicited Data Methods or Data as Points of Reference What Is Coding? What Is Sequential Analysis? What Is Interpretation? Starting Points for Selecting an Approach for Qualitative Data Analysis Checklist for Selecting a Method of Qualitative Data Analysis | 371<br>372<br>372<br>373<br>374<br>375<br>376<br>381 |
|----|---|--|
| 24 | Transcription and Data Management   | 384  |
|    | Technological Progress and Problems of Recording Data Research Diaries Documentation Sheets Transcription Reality as Text: Text as New Reality Data Management Checklist for Transcription and Data Management  | 385<br>387<br>387<br>388<br>392<br>393<br>395        |
| 25 | Grounded Theory Coding  | 397  |
|    | Grounded Theory Methodology Key Steps towards Grounded Theory Analysis Grounded Theory Analysis Grounded Theory Coding: Ways and Versions Which Approach to Choose? Grounded Theory Coding: Integrated Approach or Starting Point? Checklist for Using Grounded Theory Coding                                 | 397<br>399<br>401<br>403<br>414<br>417<br>417        |
| 26 | Thematic Coding and Content Analysis  | 420  |
|    | Thematic Analysis Thematic Coding Qualitative Content Analysis Checklist for Using Thematic Coding and Qualitative Content Analysis   | 421<br>423<br>429<br>436                             |
| 27 | Naturally Occurring Data: Conversation, Discourse, and<br>Hermeneutic Analysis  | 439  |
|    | Conversation Analysis Discourse Analysis Genre Analysis Objective Hermeneutics  | 440<br>446<br>450<br>452                             |

CONTENTS xiii

|    | Social Science Hermeneutics and Hermeneutic Sociology of   |  |
|----|--|--|
|    | Knowledge  | 457  |
|    | Checklist for Using Naturally Occurring Data   | 457  |
| 28 | Using Software in Qualitative Data Analysis  | 461  |
|    | New Technologies: Hopes, Fears, and Fantasies  | 461  |
|    | Ways of Using Software and Computers in Qualitative Research   | 463  |
|    | Why Use Software for Analyzing Qualitative Data?   | 463  |
|    | History and State of Development of QDA Software   | 465  |
|    | Software for Analyzing Qualitative Data: How to Choose?  | 465  |
|    | Examples: ATLAS.ti, NUD*IST/NVivo, and MAXQDA  | 468  |
|    | How to Use Software in Qualitative Research  | 469  |
|    | Software's Impact on Qualitative Research: Examples  | 471  |
|    | Future Developments: CAQDAS 2.0  | 472  |
|    | Checklist for Using Software in Qualitative Data Analysis  | 473  |
| PA | RT 7 GROUNDING, WRITING, AND OUTLOOK   | 477  |
| 29 | Quality of Qualitative Research: Criteria and Beyond   | 479  |
|    | Selective Plausibilization   | 480  |
|    | Using Classical Criteria   | 481  |
|    | A 1. C.  |  |
|    | Alternative Criteria   | 487  |
|    | Traditional or Alternative Criteria: New Answers to Old Questions?   | 492  |
|    | Traditional or Alternative Criteria: New Answers to Old Questions?<br>Quality Assessment as a Challenge for Qualitative Research   | 492<br>493   |
|    | Traditional or Alternative Criteria: New Answers to Old Questions?<br>Quality Assessment as a Challenge for Qualitative Research<br>Quality Criteria or Strategies of Quality Assurance?   | 492<br>493<br>494  |
|    | Traditional or Alternative Criteria: New Answers to Old Questions?<br>Quality Assessment as a Challenge for Qualitative Research<br>Quality Criteria or Strategies of Quality Assurance?<br>Strategies of Generalization in Qualitative Research   | 492<br>493<br>494<br>495   |
|    | Traditional or Alternative Criteria: New Answers to Old Questions?<br>Quality Assessment as a Challenge for Qualitative Research<br>Quality Criteria or Strategies of Quality Assurance?<br>Strategies of Generalization in Qualitative Research<br>Process Evaluation and Quality Management  | 492<br>493<br>494<br>495<br>498  |
|    | Traditional or Alternative Criteria: New Answers to Old Questions? Quality Assessment as a Challenge for Qualitative Research Quality Criteria or Strategies of Quality Assurance? Strategies of Generalization in Qualitative Research Process Evaluation and Quality Management Indication of Qualitative Research   | 492<br>493<br>494<br>495<br>498<br>501   |
|    | Traditional or Alternative Criteria: New Answers to Old Questions?<br>Quality Assessment as a Challenge for Qualitative Research<br>Quality Criteria or Strategies of Quality Assurance?<br>Strategies of Generalization in Qualitative Research<br>Process Evaluation and Quality Management  | 492<br>493<br>494<br>495<br>498  |
| 30 | Traditional or Alternative Criteria: New Answers to Old Questions? Quality Assessment as a Challenge for Qualitative Research Quality Criteria or Strategies of Quality Assurance? Strategies of Generalization in Qualitative Research Process Evaluation and Quality Management Indication of Qualitative Research   | 492<br>493<br>494<br>495<br>498<br>501   |
| 30 | Traditional or Alternative Criteria: New Answers to Old Questions? Quality Assessment as a Challenge for Qualitative Research Quality Criteria or Strategies of Quality Assurance? Strategies of Generalization in Qualitative Research Process Evaluation and Quality Management Indication of Qualitative Research Checklist for Selecting a Qualitative Research Method   | 492<br>493<br>494<br>495<br>498<br>501<br>504<br><b>508</b>                                    |
| 30 | Traditional or Alternative Criteria: New Answers to Old Questions? Quality Assessment as a Challenge for Qualitative Research Quality Criteria or Strategies of Quality Assurance? Strategies of Generalization in Qualitative Research Process Evaluation and Quality Management Indication of Qualitative Research Checklist for Selecting a Qualitative Research Method Writing Qualitative Research  | 492<br>493<br>494<br>495<br>498<br>501<br>504  |
| 30 | Traditional or Alternative Criteria: New Answers to Old Questions? Quality Assessment as a Challenge for Qualitative Research Quality Criteria or Strategies of Quality Assurance? Strategies of Generalization in Qualitative Research Process Evaluation and Quality Management Indication of Qualitative Research Checklist for Selecting a Qualitative Research Method  Writing Qualitative Research  Pragmatic Function of Writing: Presentation of Results Legitimizing Function of Writing Making Qualitative Research Relevant   | 492<br>493<br>494<br>495<br>498<br>501<br>504<br><b>508</b><br>509<br>513<br>516               |
| 30 | Traditional or Alternative Criteria: New Answers to Old Questions? Quality Assessment as a Challenge for Qualitative Research Quality Criteria or Strategies of Quality Assurance? Strategies of Generalization in Qualitative Research Process Evaluation and Quality Management Indication of Qualitative Research Checklist for Selecting a Qualitative Research Method  Writing Qualitative Research  Pragmatic Function of Writing: Presentation of Results Legitimizing Function of Writing Making Qualitative Research Relevant Reflexive Function of Writing   | 492<br>493<br>494<br>495<br>498<br>501<br>504<br>508<br>509<br>513<br>516<br>516               |
| 30 | Traditional or Alternative Criteria: New Answers to Old Questions? Quality Assessment as a Challenge for Qualitative Research Quality Criteria or Strategies of Quality Assurance? Strategies of Generalization in Qualitative Research Process Evaluation and Quality Management Indication of Qualitative Research Checklist for Selecting a Qualitative Research Method  Writing Qualitative Research  Pragmatic Function of Writing: Presentation of Results Legitimizing Function of Writing Making Qualitative Research Relevant Reflexive Function of Writing Dissolution of Social Science into Styles of Writing?   | 492<br>493<br>494<br>495<br>498<br>501<br>504<br><b>508</b><br>509<br>513<br>516<br>516<br>518 |
| 30 | Traditional or Alternative Criteria: New Answers to Old Questions? Quality Assessment as a Challenge for Qualitative Research Quality Criteria or Strategies of Quality Assurance? Strategies of Generalization in Qualitative Research Process Evaluation and Quality Management Indication of Qualitative Research Checklist for Selecting a Qualitative Research Method  Writing Qualitative Research  Pragmatic Function of Writing: Presentation of Results Legitimizing Function of Writing Making Qualitative Research Relevant Reflexive Function of Writing   | 492<br>493<br>494<br>495<br>498<br>501<br>504<br>508<br>509<br>513<br>516<br>516               |
| 30 | Traditional or Alternative Criteria: New Answers to Old Questions? Quality Assessment as a Challenge for Qualitative Research Quality Criteria or Strategies of Quality Assurance? Strategies of Generalization in Qualitative Research Process Evaluation and Quality Management Indication of Qualitative Research Checklist for Selecting a Qualitative Research Method  Writing Qualitative Research  Pragmatic Function of Writing: Presentation of Results Legitimizing Function of Writing Making Qualitative Research Relevant Reflexive Function of Writing Dissolution of Social Science into Styles of Writing?   | 492<br>493<br>494<br>495<br>498<br>501<br>504<br><b>508</b><br>509<br>513<br>516<br>516<br>518 |
|    | Traditional or Alternative Criteria: New Answers to Old Questions? Quality Assessment as a Challenge for Qualitative Research Quality Criteria or Strategies of Quality Assurance? Strategies of Generalization in Qualitative Research Process Evaluation and Quality Management Indication of Qualitative Research Checklist for Selecting a Qualitative Research Method  Writing Qualitative Research  Pragmatic Function of Writing: Presentation of Results Legitimizing Function of Writing Making Qualitative Research Relevant Reflexive Function of Writing Dissolution of Social Science into Styles of Writing? Checklist for Writing about Your Qualitative Research | 492<br>493<br>494<br>495<br>498<br>501<br>504<br><b>508</b><br>509<br>513<br>516<br>516<br>518 |

xiv CONTENTS

| How to Learn and How to Teach Qualitative Research | 528 |
|--|-----|
| The Future of Qualitative Research: Art or Method? | 530 |
| Checklist for Locating your Research Project       | 531 |
| Glossary   | 534 |
| References   | 546 |
| Author Index                                       | 572 |
| Subject Index                                      | 578 |

CONTENTS xv