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# Qualitative Research: A Guide To Design And Implementation (JOSSEY-BASS HIGHER & ADULT EDUCATION SERIES)



## Synopsis

The bestselling guide to qualitative research, updated and expanded Qualitative Research is the essential guide to understanding, designing, conducting, and presenting a qualitative research study. This fourth edition features new material covering mixed methods, action research, arts-based research, online data sources, and the latest in data analysis, including data analysis software packages as well as narrative and poetic analysis strategies. A new section offers multiple ways of presenting qualitative research findings. The reader-friendly, jargon-free style makes this book accessible to both novice and experienced researchers, emphasizing the role of a theoretical framework in designing a study while providing practical guidance. Qualitative research reaches beyond the what, where, and when of quantitative analysis to investigate the why and how behind human behavior and the reasons that govern such behavior, but this presents a number of significant challenges. This guide is an invaluable reference for students and practitioners alike, providing the deep understanding that this sometimes difficult area of research requires to produce accurate results. The book contains a step-by-step guide to analyzing qualitative data and an addendum for graduate students with a template for a thesis, dissertation, or grant application. Build a strong foundation in qualitative research theory and application Design and implement effective qualitative research studies Communicate findings more successfully with clear presentation Explore data sources, data analysis tools, and the different types of research

## Book Information

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## Customer Reviews

I enjoyed the introduction to preferences in the types of qualitative research one might perform as a matter of philosophical concern rather than something that is purely technical. I should first qualify all of this by mentioning that I am not a professional researcher by any means. I am a layperson with no qualifications, aside from a few years of informal qualitative research which I now wish I had documented better. The layout of this book was a little odd - there is an appendix at the back which outlines the important pieces of a qualitative research study. It references the key chapters you might want to review in order to prepare your study. This seems like it should have been towards the beginning of the book as part of the introduction. It also claims to be jargon-free, which I would disagree with regarding the first couple of chapters although the ideal audience for this book might have no trouble with the terms). I will mention, though, that the authors did an excellent job of defining most, if not all of the unfamiliar terms they brought up. The beginning of the book was also more theoretical, which threw me off for "A Guide to Design and Implementation," however, I think this was simply another odd layout choice. Overall, the main portion of the book provides a lot of detail and clear, easy-to-understand examples for all of the main types and methods a beginner or novice qualitative researcher might be interested in. The summaries at the end of each chapter were a little odd as well - they felt overly and unnecessarily formal given the way the rest of the book was presented. Overall, this book was a great introduction to qualitative research.

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