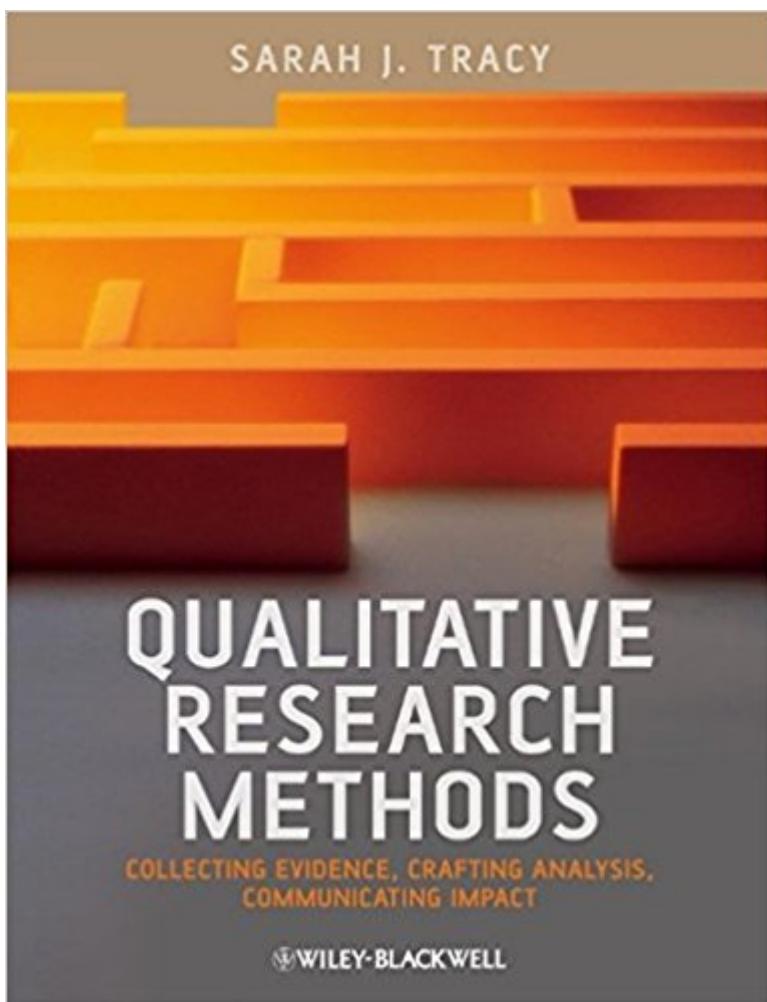


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# Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact



## Synopsis

Qualitative Research Methods is a comprehensive, all-inclusive resource for the theory and practice of qualitative/ethnographic research methodology. Serves as a “how-to” guide for qualitative/ethnographic research, detailing how to design a project, conduct interviews and focus groups, interpret and analyze data, and represent it in a compelling manner. Demonstrates how qualitative data can be systematically utilized to address pressing personal, organizational, and social problems. Written in an engaging style, with in-depth examples from the author’s own practice. Comprehensive companion website includes sample syllabi, lesson plans, a list of helpful website links, test bank and exam review materials, and exercises and worksheets, available upon publication at [www.wiley.com/go/tracy](http://www.wiley.com/go/tracy)

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## Customer Reviews

“This book provides a detailed step-by-step explanation of qualitative data gathering, analysis, and writing, and provides the approach to evaluating qualitative quality. It is designed to provide enough methodological details to be helpful to graduate students and advanced scholars, and is a comprehensive resource for the theoretical underpinnings and practical conduct of methodology.” (NeoPopRealism Journal, 1 August 2013)

“Sarah Tracy has crafted an arresting and energetic field guide for those undertaking qualitative work in a wide variety of research areas. Comprehensive and eclectic yet full of solid tips

and engaging examples. A good read for the experienced qualitative researcher and a most practical and thoughtful one for the uninitiated. - John Van Maanen, Erwin H. Schell Professor of Organization Studies, MIT "I can't wait to teach qualitative methods again, just so I can use Sarah Tracy's well-researched, readable, and comprehensive book. Rarely has a text so successfully connected personal experience with engaging and storied plotlines, practical advice, and conceptual and analytic development. Perfect for demonstrating the value of all approaches, it's a winner in every way. Those in Communication and all fields really are in for a real treat!" - Carolyn Ellis, University of South Florida

This academic text covers all current qualitative research methods including in-depth interviews, focus groups, and the latest cutting edge digital methods. The chapter on how to analyze qualitative data is complete and detailed, and that alone makes this book worth owning if you plan on doing a lot of qualitative data analysis. If you do have a lot of qualitative data analysis in front of you, and if you enjoy doing so... well, I guess it takes all kinds to make the world go round.

I had the good fortune to use an early draft of Sarah Tracy's Qualitative Research Methods text when I was a graduate student. In particular, I appreciated the accessible language, myriad examples, and comprehensive set of resources that address the entire process of conducting qualitative research from understanding theory/paradigm to data collection, analysis and writing. Compared to other qualitative methods texts, I found Dr. Tracy's style to be engaging and I appreciated the way she explained complex concepts by using her own and other colleagues'/students' research projects. The chapters on data analysis also make her book stand out from other texts I've read. Not only does the book offer a solid grounding in how to collect data, it illustrates basic and advanced methods to make meaning from data and develop arguments for various audiences--Really helpful when sitting with a giant pile of interviews/fieldnotes and feeling overwhelmed! Having assisted Dr. Tracy in teaching a graduate qualitative methods course, I look forward to using the book and accompanying teacher resource manual in my own classes in the future.

Tracy does a great job of walking through the qualitative research process without bogging the reader down with jargon or unnecessary ambiguity. I used this text as one of many that included in my dissertation.

This is a systematic, straightforward introduction to qualitative methods, without much of the flowery, performance art language you find in many articles on the subject. Lots of good examples and practice exercises. I used the Kindle version and had no issues in a class where most people used the paper version.

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Absolutely wonderful read that has tangible examples for novice and experienced researchers: both as introductory guide and confirmation of quality qualitative research practice. Knowledge transfer is possible across and within social-, health-, and humanitarian sciences.

Practical, easy to read, and detailed. A fantastic teaching tool for high level undergraduates, all the way up to PhD students. Highly recommend!

Helped me with my thesis. Very informative

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