

Contents

<i>Preface</i>	ix
	1
1 Beginning Research	1
1.1 Generating a research problem	5
1.2 The variety of qualitative methods	11
1.3 Conclusion	22
Key points	23
Recommended reading	23
Exercises	23
2 What Is Qualitative Research?	25
2.1 The sense of quantitative research	27
2.2 The nonsense of quantitative research	29
2.3 The sense of qualitative research	32
2.4 The nonsense of qualitative research	32
2.5 Combining qualitative and quantitative research	35
2.6 Varieties of qualitative research	38
Key points	40
Recommended reading	40
Exercises	41
	43
3 Ethnography and Observation	43
3.1 The ethnographic focus	47
3.2 Ethical issues in ethnography	54
3.3 Methodological issues	56
3.4 The theoretical character of ethnography	70
3.5 Conclusion: the unity of the ethnographic project	76
Key points	78
Recommended reading	78
Exercises	79

CONTENTS

4 Interviews	83
4.1 When is a 'tribe' (Moerman)?	84
4.2 Implications: three versions of interview data	86
4.3 Positivism	87
4.4 Emotionalism	90
4.5 Constructionism	95
4.6 Adolescent cultures: combining 'what' and 'how'	99
4.7 Membership work in adolescent-adult talk	101
4.8 Moral tales of parenthood	105
4.9 The three models: a summary	110
4.10 Three practical questions – and answers	113
4.11 Conclusion	114
Key points	114
Recommended reading	114
Exercises	115
5 Texts	119
5.1 Content analysis	123
5.2 Narrative structures	124
5.3 Ethnography	128
5.4 Ethnomethodology: membership categorization analysis	139
5.5 Conclusion	151
Key points	152
Recommended reading	153
Exercises	153
6 Naturally Occurring Talk	159
6.1 Why work with tapes?	161
6.2 Transcribing audiotapes	163
6.3 Conversation analysis	167
6.4 Discourse analysis	177
6.5 CA and DA compared	188
6.6 Conclusion	189
Key points	189
Recommended reading	190
Exercises	190
7 Visual Images	193
7.1 Examples of visual data	195
7.2 Semiotics	198
7.3 Ethnomethodology and conversation analysis	202
7.4 Conclusion	214
Key points	215
Recommended reading	215
Exercises	216

	219
8 Credible Qualitative Research	219
8.1 Does credibility matter?	219
8.2 Reliability	225
8.3 Validity	232
8.4 Generalizability	248
8.5 Conclusion	254
Key points	254
Recommended reading	255
Exercises	255
9 Relevance and Ethics	258
9.1 Three roles for the social scientist	259
9.2 The audiences for qualitative research	266
9.3 Ethics in qualitative research	270
9.4 The contribution of qualitative social science	271
9.5 Summary: the specific contribution of qualitative research	280
9.6 Conclusion	281
Key points	282
Recommended reading	283
Exercises	283
10 The Potential of Qualitative Research: Eight Reminders	285
10.1 Take advantage of naturally occurring data	286
10.2 Avoid treating the actor's point of view as an explanation	287
10.3 Study the interrelationships between elements	290
10.4 Attempt theoretically fertile research	292
10.5 Address wider audiences	294
10.6 Begin with 'how?' questions, then ask 'why?'	297
10.7 Study 'hyphenated' phenomena	298
10.8 Treat qualitative research as different from journalism	300
10.9 Concluding remarks	301
Key points	301
Recommended reading	302
Exercises	302
<i>Appendix</i>	303
<i>Glossary</i>	304
<i>References</i>	308
<i>Name index</i>	319
<i>Subject index</i>	323