

INTRODUCING QUALITATIVE METHODS

Qualitative Research Through Case Studies

MAX TRAVERS



Qualitative Research Through Case Studies Introducing Qualitative Methods Series

Johanna Moisander, Anu Valtonen



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within their research studies It provides a clear and critical view of some of the social theories concerning gender society and experience Nurse Researcher Gender and Qualitative Methods outlines the practical and philosophical issues of gender in qualitative research Taking a social constructionist approach to gender the authors emphasize that the task of the researcher is to investigate how gender s is are defined negotiated and performed by people themselves within specific situations and locations Each chapter begins with an introduction to a specific method and or research subject and then goes on to discuss gender as an analytical category in relation to it Areas covered include field work life story membership categorisation analysis and analysis of gender in sound and vision Written in a clear and accessible way each chapter contains practical exercises that will teach the student methods to observe and analyze the effects of gender in various texts and contexts The book is also packed with examples taken from women and men s studies as well as from feminist and other gender studies

Qualitative Research in Sociology Amir Marvasti,2003-11-12 Qualitative Research in Sociology offers a hands on guide to doing qualitative research in sociology It provides an introductory survey of the methodological and theoretical dimensions of qualitative research as practiced by those interested in the study of social life Through a detailed yet concise explanation the reader is shown how these methods work and how their outcomes may be interpreted Practically focused throughout the book also offers constructive advice for students analyzing and writing their research projects The book has a flowing narrative and student friendly structure which makes it accessible to and popular with students It will be an invaluable resource for students and researchers helping them to undertake effective qualitative research in both sociology and courses in social research across the social sciences *Qualitative Research in Social Work* Ian Shaw,Nick Gould,2001-10-04 A really fine book an impressive work that adds much to the development of the use of qualitative methodology in social work research William J Reid University at Albany The back cover of the book proclaims that Qualitative Research in Social Work will be essential reading for all students practitioners and researchers undertaking social work research That just about sums it up for me British Journal of Social Work This book is a significant milestone in the development of social work research It is characterized by an unparalleled command of the field of qualitative research in social work and by a commitment to an understanding of the demands and potential of day to day social work practice Mike Fisher Director of Research National Institute for Social Research Qualitative Research in Social Work edited by Ian Shaw and Nick Gould provides a state of the art exposition and analysis of qualitative inquiry in relation to social work The book has an unusual degree of coherence for one with several authors The five chapters by the editors parts one and three do an exceptional job of providing the necessary background information and setting the context for the six application chapters and of highlighting and discussing the issues raised in those chapters The editors are respected scholars well versed in the theory and practice of qualitative research Similarly the contributing authors represent both considerable experience in this field and a diversity of interests This combination makes Qualitative Research in Social Work an excellent text for students practitioners and researchers

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Qualitative Marketing Research Johanna Moisander, Anu

Valtonen, 2006-05-11 Aimed at both graduate and undergraduate students majoring in business administration and in other fields of social sciences Qualitative Marketing Research unpacks the emerging cultural approach in the field of marketing and consumer research and provides an interesting and informed study for anyone interested in cultural approaches to economic and social theory The book also provides insights for MBA students and other business professionals who work in the field of marketing advertising media planning and qualitative market research offering methodological resources for keeping professional skills up to date and help with designing and conducting relevant and skillful market research which is sensitive to the cultural dynamics of the marketplace behaviour

Doing Research in Cultural Studies Paula

Saukko, 2003-10-15 This book is a goldmine for students it is brilliantly conceptualized and brilliantly executed With this book cultural studies finally comes of age methodologically Professor Norman K Denzin Institute of Communications Research University of Illinois Doing Research in Cultural Studies outlines the key methodological approaches to the study of lived experience texts and social contexts within the field of cultural studies It offers a comprehensive discussion of classical methodologies and introduces the reader to more contemporary debates that have argued for new ethnographic poststructuralist and multi scape research methods Through a detailed yet concise explanation the reader is shown how these methodologies work and how their outcomes may be interpreted Key features of the book include An innovative framework combining different methodologies and approaches A variety of real life examples and case studies enriches the book for the reader A set of practical exercises in each chapter pedagogical and student focused throughout The book has a flowing narrative and student friendly structure which make it accessible to and popular with students while the discussion of fresh approaches makes it also of interest to experienced researchers It contains all the ingredients necessary to help the reader attain a solid grasp of analytical and practical challenges to doing effective research in cultural studies today

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