Qualitative Research Methods is a comprehensive resource for the theoretical underpinnings and practical conduct of qualitative methodology. Along with clear and concise guidance on how to design and theoretically ground research studies, write up proposals, and navigate institutional review boards, qualitative methodology expert Sarah J. Tracy also offers invaluable tips for recruiting participants, practicing fieldwork, and conducting interviews and focus groups.

Easy-to-follow steps are provided for iterative data analysis, describing in detail how to move between theory and data in primary, secondary, and advanced coding cycles, and in doing so make meaning from mounds of data. The book provides insights on multiple ways to write and represent qualitative research for the greatest scholarly and social impact. Featuring an engaging writing style, in-depth examples from the author’s own practice, a variety of topic areas, and a wealth of supplemental materials, Qualitative Research Methods is an essential resource for novice and experienced researchers alike.

A comprehensive companion website with sample syllabi, lesson plans, a list of helpful website links, test bank and exam review materials, and exercises and worksheets is available at www.wiley.com/go/tracy.

Sarah J. Tracy is Associate Professor of Human Communication at Arizona State University-Tempe. She has contributed more than fifty essays to such publications as Qualitative Inquiry, Communication Monographs, and Management Communication Quarterly. Dr. Tracy’s research has garnered international acclaim and she regularly serves as a qualitative methodology expert for granted research.
About the website

This text has a comprehensive companion website which features resources for instructors and students alike.

Instructors

- Powerpoint slides to accompany each chapter
- Sample syllabi for both undergraduate and graduate courses
- A testbank, containing problems for each chapter, including answers
- Lesson plan outlines for each chapter
- 23 additional activities created by guest contributors

Students

- Master list of key terms and definitions
- Worksheets for each chapter
- Exam guides, containing key terms and concepts for each chapter
- List of helpful websites, videos, movies, and blogs

Please visit www.wiley.com/go/tracy to access these materials.
QUALITATIVE RESEARCH METHODS

COLLECTING EVIDENCE, CRAFTING ANALYSIS, COMMUNICATING IMPACT
I dedicate this book to all my past students, research participants, mentors, and colleagues who have taught me that anything worth doing well is worth doing badly in the beginning.
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