

Introduction to Qualitative Research Methods: A Guidebook and Resource

By Steven J. Taylor, Robert Bogdan, Marjorie DeVault

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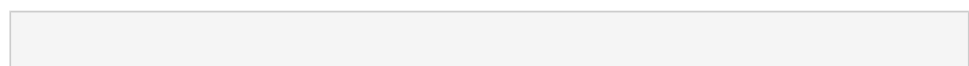
An informative real-world guide to studying the "why" of human behavior

Introduction to Qualitative Research Methods is a practical, comprehensive guide to the collection and presentation of qualitative data. Unique in the market, this book describes the entire research process — from design through writing — illustrated by examples of real, complete qualitative work that clearly demonstrates how methods are used in actual practice. This updated fourth edition includes all new case studies, with additional coverage of mixed methods, non-sociological settings, funding, and a sample interview guide. The studies profiled are accompanied by observation field notes, and the text includes additional readings for both students and instructors. More than just theory, this guide is designed to give you a real-world practitioner's view of how qualitative research is handled every step of the way.

Many different disciplines rely on qualitative research as a method of inquiry, to gain an in-depth understanding of human behavior and the governing forces behind it. Qualitative research asks "why" and "how," and the data is frequently complex and difficult to measure. This book shows you how to effectively handle qualitative work, regardless of where it's being applied.

- Understand the strengths and limitations of qualitative data
- Learn how experts work around common methodological issues
- Compare actual field notes to the qualitative studies they generated
- Examine the full range of qualitative methods throughout the research process

Whether you're studying sociology, psychology, marketing, or any number of other fields, especially in the social and behavioral sciences, human behavior is the central concern of your work. So what drives human behavior? That's what qualitative research helps to explain. *Introduction to Qualitative Research Methods* gives you the foundation you need to begin seeking answers.



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Editorial Review

From the Inside Flap

X=EXPERIENCE

Do you know how your customers experience your brand today? Do you know how they really feel? Do you know what they say when you're not around?

Without defining experiences, brands will become victim to whatever people feel and share. In an always-on world where everyone is connected to information and also one another, customer experience is your brand.

Great products are no longer good enough to win in business. Creative marketing and delightful customer service too are not enough to succeed. Success and the future of business is experiential and this is the time to learn how to create and cultivate meaningful experiences.

This isn't your ordinary business book. It was actually designed to be a sensational experience. Its aesthetic is meant to evoke emotion while also giving new perspective and insights to help you win the hearts and minds of your customers. And the design of this book, along with what fills its pages, was done using the principles shared within.

Welcome to a new era of business in which your brand is defined by those who experience it.

The future of business lies in experience architecture and you are the architect.

From the Back Cover

EXPERIENCE IS THE MOST IMPORTANT THING IN BUSINESS.

YET, MOST EXECUTIVES AND ENTREPRENEURS NEGLECT THE VALUE OF DESIGNING EXPERIENCES FROM THE ONSET. THEY TALK, BUILD, AND SELL AROUND IT, WHILE STILL MISSING IT. WITH X, YOU WILL LEARN THE IMPORTANCE OF EXPERIENCE AND HOW TO DESIGN EXPERIENCES. WHY? BECAUSE EXPERIENCE IS EVERYTHING. EXPERIENCE IS HUMAN. EXPERIENCE IS SENSORY. THAT'S WHY THE FUTURE OF BRANDING IS EXPERIENCE ARCHITECTURE. IT'S PERSONAL. IT'S CULTURALLY AND CONTEXTUALLY RELEVANT. IT'S ASPIRATIONAL. AS YOU READ THIS BOOK YOU'LL QUICKLY REALIZE THAT IT'S INTENDED TO DELIVER A THOUGHTFUL AND INTENTIONAL EXPERIENCE. AND THAT'S THE POINT.

About the Author

Steven Taylor, PhD is professor of cultural foundations of education, centennial professor of disability studies, and co-director of Syracuse University's Center on Disability Studies, Law, and Human Policy. He is the author of numerous books and articles. He was the recipient of the 1997 Research Award of the American Association on Mental Retardation, the 2003 Syracuse University Chancellor's Citation for Exceptional Academic Achievement, and the 2008 Senior Scholar Award of the Society for Disability Studies.

Robert Bogdan, PhD is a Distinguished Professor Emeritus of Social Science and Education at Syracuse

University. After serving as a Peace Corps volunteer in Nigeria (1964-1966) he went to graduate school in sociology. He joined the faculty at Syracuse University in 1971. He has won many awards for his writing and teaching including an honorary doctorate degree from Stockholm University.

Marjorie DeVault, PhD is the Maxwell Professor of Teaching Excellence and the undergraduate director of the department of Sociology at Syracuse University. Her special areas of interest include gender studies, qualitative methodology, feminist studies, and social interaction. . She maintains an IE website at <http://faculty.maxwell.syr.edu/mdevault/Default.htm>.

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