Contents

Preface

xiii

2 Research Design 54

56

Choosing a Study

Case Studies 59

Charac	eteristics of Qualitative Research 3
Traditi	ons of Qualitative Research 8
D	Disciplinary Traditions 8
C	Chicago Sociology 9
T	he Sociology of Education 10
Е	Suropean Connections and the Social Survey Movement 11
Id	deological and Political Practices 14
Id	deologies and Social Change 15
P	folitics and Theory in the Academy 18
Theore	tical Underpinnings 24
P	henomenological Approach 25
S	ymbolic Interaction 27
A	Story 29
C	Culture 30
E	thnomethodology 32
	The Current Theoretical Scene: Cultural Studies, Feminisms, Postmoder Critical Theory, and Institutional Ethnography 33
C	On Methods and Methodology 35

Historical Organizational Case Studies 60 Observational Case Studies 60 Life History 63 Documents 64 Other Forms of Case Studies 66 Case-Study Design Issues 66
Multicase Studies 69
Multisite Studies 70 Modified Analytic Induction 70 The Constant Comparative Method 73 Multi-Sited Ethnography 75
Additional Issues Related to Design 76 Proposal Writing 76 Interview Schedules and Observer Guides 79 Team Research and the Lone Ranger 80 Qualitative Research and Historical Research 80
Concluding Remarks 81
Fieldwork 82 Gaining Access 84
First Days in the Field 89
The Participant/Observer Continuum 91
Doing Fieldwork in Another Culture 93
Researcher Characteristics and Special Problems with Rapport 94 Be Discreet 98
Researching in Politically Charged and Conflict-Ridden Settings 100
Feelings 101
Interviewing 103 Focus Groups 109 Audio Recording 112
Visual Recording and Fieldwork 112
Triangulation 115
Leaving the Field 116

Son	ne Friendly Advice 118
Fie	Idnotes 118
	The Content of Fieldnotes 120
	The Form of Fieldnotes 124
The	Process of Writing Fieldnotes 126
Tra	nscripts from Taped Interviews 129
	The Form of Transcripts 129
	Recording Equipment 131
Doc	ruments 133
	Personal Documents 133
	Official Documents 136
	Popular Culture Documents 138
Pho	tography 141
	Found Photographs 142
	Researcher-Produced Photographs 151
	Photographs as Analysis 152
	Technique and Equipment 152
Offi	icial Statistics and Other Quantitative Data 154
Con	acluding Remarks 157
	207
_	
Da	ta Analysis and Interpretation 159
And	dysis and Interpretation in the Field 160
And	More Tips 171
A	
Ana	dysis and Interpretation after Data Collection 17
	Developing Coding Categories 173
	Preassigned Coding Systems 180 Influences on Coding and Analysis 180
TI.	
	Mechanics of Working with Data 184
Con	nputers and Data Analysis 187
Inte	rpretation 197

The Research Site

The Audience 229

228

229

Feedback

Timetables

227

A Values-Based Approach to Policy Research 229

Writing It Up	198
Writing Choices	199
Decisions abo	ut Your Argument 199
Decisions abo	ut Your Presence in the Text 201
Decisions abo	ut Your Audience 202
Decisions abo	ut Disciplines 203
Decisions abo	ut the Introduction 204
	ut the Core of the Paper and Strategies for Communicating Evidence ut the Conclusion 209
More Writing Tips	209
Call It a Draft	209
Styles of Prese	entation 210
Overwriting	211
"Yes. But?"	212
Keep It Simpl	e Up Front 212
Whose Perspe	ctive Are You Writing From? 212
Jargon and Co	de 213
On Giving Vo	ice 214
General Advice	ce 215
Criteria for Evalue	ating Writing 215
Is It Convinci	ng? 216
Is the Author	in Control of the Writing? 216
Does It Make	a Contribution? 217
Texts 217	
A Final Point abou	at Getting Started 218
A I mui I oini uooi	oung statea 210
Applied Qualita	tive Research for Education 219
Evaluation and Po	licy Research 223
	escription of a Case Study 223
	iscussion of a Case Study 224
Getting Funds	
	veen the Contractor and the Researcher 225

More on the Study 231
Selecting Sites 231
Field Relations 232
Analysis and Dissemination 232
Theoretical and Conceptual Understanding 233
Action Research 234
The Case of It Not Adding Up: Description 235
The Case of It Not Adding Up: Discussion 237
Political Action Research 237
What Action Research Can Do 239
The Action Research Approach to Data 240
Action Research and the Qualitative Tradition 242
Practitioner Uses of Qualitative Research 243
Employing Qualitative Research to Improve Your Teaching 244
The Qualitative Approach and Teacher Education 245
Appendix A Examples of Observational Questions
for Educational Settings 249
Appendix B Example of Fieldnotes 260
Glossary 271
References 276
Index 297