

# SUMMARY OF CONTENTS



<i>Online Resources</i>	xiv
<i>About the Authors</i>	xv
<i>About the Contributors</i>	xvi
<b>Part I: Jump Starting Your Qualitative Research Project</b>	<b>1</b>
1 Introduction: From Why to How in Qualitative Research	3
2 How to Conceptualize Research: Getting Started and Advancing Ongoing Projects	12
3 How to Design a Qualitative Project: Selecting the Right Tools for the Job	42
4 Taking a Step Back: How to Build Methodological and Ethical Integrity into your Research	84
<b>Part II: The Ins and Outs of Collecting Qualitative Data</b>	<b>115</b>
5 How to Do Interviews: Making What People Say Matter	117
6 How to Do Focus Groups: Making the Most of Group Processes	161
7 How to Conduct Field Research: Getting In and Getting Out with High-Quality Data	189
8 How to Use Unobtrusive Methods: The Beauty of Social, Physical, and Visual Artefacts	222
<b>Part III: Analysing and Writing Up Your Research</b>	<b>241</b>
9 How to Do Data Analysis: The Beginner's Guide to Coding	243
10 How to Write Up Qualitative Research: Making Your Words Count	269
<i>Glossary of Terms and Definitions</i>	296
<i>References</i>	308
<i>Index</i>	325