



Doing Qualitative Research: Designs, Methods, and Techniques

Greg M Scott, Roberta M Garner

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Examine qualitative research as evidence-based stories of social life.

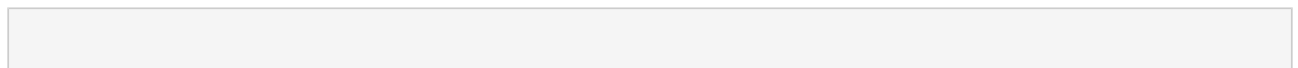
Doing Qualitative Research shows how qualitative research is evidence-based stories of our social life.

By the time readers complete this book, they will be able to conduct their own research and understand the pleasures and perils of qualitative research. This text is ideal for classes in disciplines such as cultural studies, anthropology, political science, ethnic studies, women and gender studies, the media, journalism and communications, organizational behavior, and more.

Learning Goals

Upon completing this book, readers should be able to:

- Assess others' research and develop their own research
- Understand the scientific method, broadly defined and adapted to understanding human beings
- Analyze with a critical and reflexive style of research — readers should understand how their own lives affect how others are seen
- Link theory and research
- Understand the macro-micro linkages created by qualitative research



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