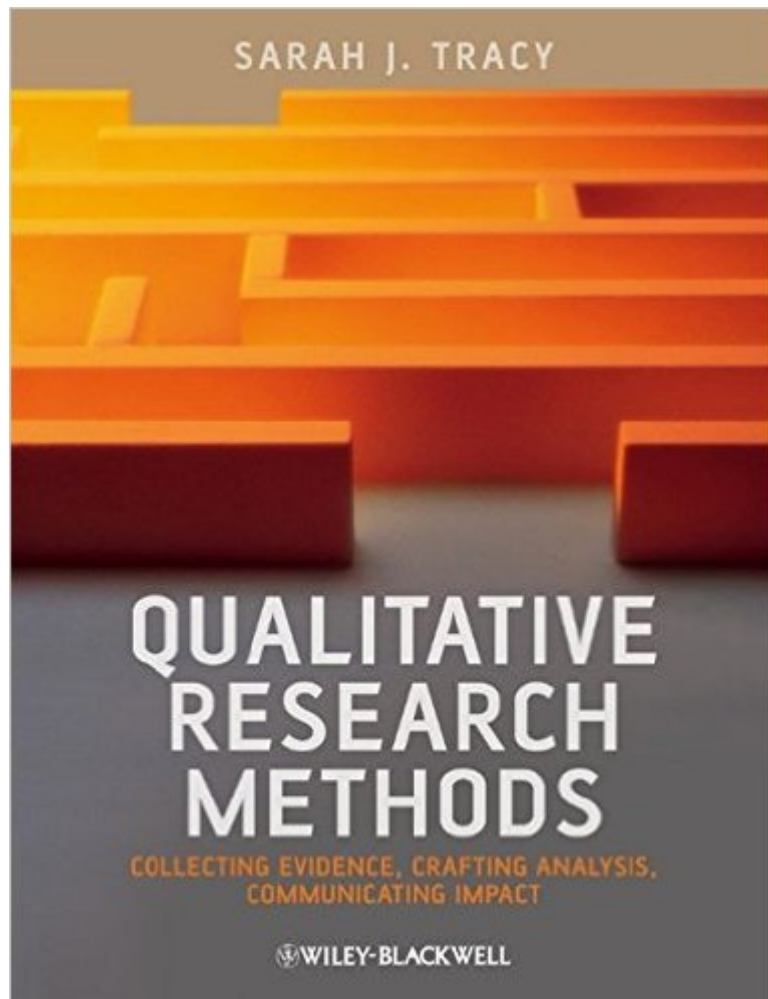


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# Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact



## Synopsis

Qualitative Research Methods is a comprehensive, all-inclusive resource for the theory and practice of qualitative/ethnographic research methodology. Serves as a "how-to" guide for qualitative/ethnographic research, detailing how to design a project, conduct interviews and focus groups, interpret and analyze data, and represent it in a compelling manner Demonstrates how qualitative data can be systematically utilized to address pressing personal, organizational, and social problems Written in an engaging style, with in-depth examples from the author's own practice Comprehensive companion website includes sample syllabi, lesson plans, a list of helpful website links, test bank and exam review materials, and exercises and worksheets, available upon publication at [www.wiley.com/go/tracy](http://www.wiley.com/go/tracy)

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## Customer Reviews

I assigned Dr. Tracy's book in my doctoral seminar in qualitative research methods at the University of Missouri in Spring 2012. Half the group was new to qualitative methods and half had some experience with these methods. I knew this book would be good, but it's even better than I could have imagined. In addition to the well laid out explanations of the concepts and paradigmatic assumptions behind methods and methodology, Tracy adds concrete examples of and suggests clearly reasoned paths through the messy details of conceptualizing, data gathering, analyzing, and writing up qualitative research. In particular, many scholars and students will appreciate the clear and detailed presentation of what Tracy calls an iterative methodology. Her writing uses disarming

honesty, an engaging sense of humor, and specific, in-depth content to calm the fears of those who are new to qualitative methods and to provide rich ideas for those who are already engaging in such work. Students repeatedly commented on how inviting the text was and how much they appreciated reading the tables and examples of the inner workings of the qualitative research process from Dr. Tracy's own published research. I absolutely will be using this book again for my methods course. As a final note, I think this also is the book I would now recommend to someone who needs/wants to learn how to do some form of qualitative research on their own.

I've been using this textbook to teach an introductory qualitative methods class to first year doctoral students in an interdisciplinary PhD program. My students come from a range of disciplinary backgrounds, and they consistently remark upon the text's accessibility, clarity and thoroughness. Tracy does a great job balancing coverage of the abstract, bread-and-butter conceptual/philosophical issues with the "how to" nuts-and-bolts concerns that must be addressed in such a course. I've been especially pleased that the text actually presents detailed descriptions of data analytic techniques, content that is all but missing from most of this book's competitors. This book makes an excellent centerpiece for any introductory course in qualitative methods.

I had the good fortune to use an early draft of Sarah Tracy's Qualitative Research Methods text when I was a graduate student. In particular, I appreciated the accessible language, myriad examples, and comprehensive set of resources that address the entire process of conducting qualitative research from understanding theory/paradigm to data collection, analysis and writing. Compared to other qualitative methods texts, I found Dr. Tracy's style to be engaging and I appreciated the way she explained complex concepts by using her own and other colleagues'/students' research projects. The chapters on data analysis also make her book stand out from other texts I've read. Not only does the book offer a solid grounding in how to collect data, it illustrates basic and advanced methods to make meaning from data and develop arguments for various audiences--Really helpful when sitting with a giant pile of interviews/fieldnotes and feeling overwhelmed! Having assisted Dr. Tracy in teaching a graduate qualitative methods course, I look forward to using the book and accompanying teacher resource manual in my own classes in the future.

This academic text covers all current qualitative research methods including in-depth interviews, focus groups, and the latest cutting edge digital methods. The chapter on how to analyze qualitative

data is complete and detailed, and that alone makes this book worth owning if you plan on doing a lot of qualitative data analysis. If you do have a lot of qualitative data analysis in front of you, and if you enjoy doing so... well, I guess it takes all kinds to make the world go round.

This is simply the best book available for teaching qualitative research methods. I have had the privilege of using this book at both the undergraduate and graduate level in pre-publication, but close to final form. There has been no other book that students have appreciated and enjoyed as much as Tracy's text. The writing style engages students in ways that they feel they are in the field, learning by doing through each of the exemplars that are offered. The chapters are sequenced in ways that help students gain an overview and history, often left out of other texts. Students want the opportunity to engage with this method in a way that helps them to compare it and understand it in relation to the quantitative methods they have grown up with. Tracy's book offers this every step of the way. Each of the topics is covered in depth, but not with information overload; instead it is written in a form that asks students to raise significant questions, to compare what's being discussed with their own experiences, and to think deeply and critically about the ethics of the choices they must make as researchers. My use of other texts in my undergraduate course required the creation of additional reading packets so that students would better understand how studies are designed, data is collected, analysis is completed, and research is represented in writing, but Tracy's book is so comprehensive in this regard, that it has not been necessary for me to gather and assign this additional reading. Honestly, using Tracy's Qualitative Research Methods text book has inspired me in my own research and in the end, I have discovered how to become a better facilitator of my students' research.

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