

USAGE

CONTENTS

Extended Contents	1X
List of Figures	xiii
List of Tables	XV
Companion Website	xvii
About the Author	xix
Preface to Fifth Edition	xxi
Part I THEORY AND METHOD IN QUALITATIVE	
RESEARCH	1
1 What is Qualitative Research?	3
2 Designing a Research Project	29
3 Generalising from Case Study Research	57
4 Credible Qualitative Research	75
5 Data Analysis	109
6 Research Ethics	- 139
Part II METHODS	163
7 Interviews	165
8 Focus Groups	205
9 Ethnography	229
10 Documents	275
11 Naturally Occurring Talk	315
12 Visual Images	353
Part III, IMPLICATIONS	383
13 Writing Your Report	385
14 The Relevance of Qualitative Research	399
15 The Potential of Qualitative Research: Eight Reminders	427
Appendix: Simplified Transcription Symbols	449
Glossary	451
References	457
Author Index	479
Subject Index	483