Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact
Sarah J. Tracy

DESCRIPTION

*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

ABOUT THE AUTHOR

Sarah J. Tracy is Associate Professor of Human Communication at Arizona State University-Tempe. She has contributed more than 50 essays to such publications as *Qualitative Inquiry, Communication Monographs, Management Communication Quarterly,*
and others. Dr. Tracy’s research has garnered international acclaim and she regularly serves as qualitative methodology expert for granted research.

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