



## Qualitative Research in Action

A Canadian Primer

Part of the *Themes in Canadian Sociology* series

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Emphasizing dynamism and flexibility as the cornerstones of qualitative research, this comprehensive introduction prepares students to conduct their first qualitative studies. With a wide array of examples drawn from actual studies, the text brings the stages of research to life—from finding inspiration and developing questions to gathering, coding, and analyzing data and writing up results. The final chapter, contributed by respected field researcher Will C. van den Hoonaard, explores important ethical considerations all qualitative researchers must face. With a unique Canadian focus and engaging writing style, *Qualitative Research in Action* is essential reading for all students entering this fascinating field.

ISBN 9780195439199 • 264 pp. • ©2012 



### Distinctive Features:

- **Canadian content.** Engaging discussions of classic and contemporary studies by Canadian scholars help students understand how qualitative methods have shaped sociological research in this country.
- **Expert advice.** Helpful tips based on the author's own years of experience as a researcher offer students proven ways to tackle challenging research situations.
- **Broad coverage.** In-depth treatment of interviews, field studies, and document analysis, along with concise introductions to newer approaches such as photo elicitation and virtual ethnography, give students a complete grounding in the basics of qualitative research.
- **Accessible.** Numerous examples throughout will help students understand the components of qualitative work by incorporating lively examples students can relate to.
- **Practical reinforcement.** End-of-chapter questions and exercises encourage students to apply what they have learned to real-life research scenarios.
- **'Ethics on the Ground' chapter.** Special guest chapter written by Will C. van den Hoonaard, a well-known expert in the field, explores ethical issues in ethnographic research.
- **Practical appendices.** A selected list of qualitative research resources, sample field notes, and a checklist for writing research reports included in appendices give students a solid foundation on which to carry out their own research.
- **Online test bank.** Offers a comprehensive set of questions for every chapter.

*'The book is well thought out, well organized, and written with great care and passion by someone who clearly values the quality of their students' learning experience.'*

—Susan Cox, University of British Columbia

*'[The text] is written in a very student-friendly style, and the author clearly wants to present qualitative methods to the students as something that they can do and not be afraid of.'*

—Lesley D. Harman, University of Western Ontario