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A who's who of methodologists, this book introduces students to the big picture of qualitative research, teaching both the 'why' and the 'how to' of getting started, selecting a method and conducting research and data analysis. With practical tips, summaries, exercises and further reading, each chapter is like a masterclass from a leading scholar in qualitative research. New to the fourth edition: A streamlined structure to guide readers step-by-step through the research process Substantial new section with 4 chapters on how to collect and analyse online data A new chapter on reflexive ethnography More hands-on advice on how to conduct research at every stage, making this a perfect field handbook Updated reading lists provide a go-to guide to the literature and help improve citations The most comprehensive

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Award (DPA) from the Association for Women in Psychology (AWP)* Successful Qualitative Research: A Practical Guide for Beginners is an accessible, practical textbook. It sidesteps detailed theoretical discussion in favour of providing a comprehensive overview of strategic tips and skills for starting and completing successful qualitative research. Uniquely, the authors provide a 'patterns framework' to qualitative data analysis in this book, also known as 'thematic analysis'. The authors walk you through a basic thematic approach, and compare and contrast this with other approaches. This discussion of commonalities, explaining why and when each method should be used, and in the context of looking at patterns, will provide you with complete confidence for your qualitative research journey. Key features of this textbook:

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