

○ Seventh Edition

Qualitative Research Methods for the Social Sciences

Bruce L. Berg

California State University, Long Beach

Allyn & Bacon

Boston • New York • San Francisco
Mexico City • Montreal • Toronto • London • Madrid • Munich • Paris
Hong Kong • Singapore • Tokyo • Cape Town • Sydney

Contents

Preface xi

Chapter 1

Introduction 1

Quantitative Versus Qualitative Schools of Thought	
Use of Triangulation in Research Methodology	5
Qualitative Strategies: Defining an Orientation	8
From a Symbolic Interactionist Perspective	9
Why Use Qualitative Methods?	15
A Plan of Presentation	16
References	17

Chapter 2

Designing Qualitative Research 21

Theory and Concepts	21
Ideas and Theory	23
Reviewing the Literature	27
Evaluating Web Sites	29
<i>The Two-Card Method</i>	32
Theory, Reality, and the Social World	36
Framing Research Problems	37
Operationalization and Conceptualization	38
Designing Projects	41
<i>Concept Mapping</i>	42
<i>Creating a Concept Map</i>	45
<i>Setting and Population Appropriateness</i>	46
<i>Sampling Strategies</i>	48

Data Collection and Organization	52
Data Storage, Retrieval, and Analysis	53
Dissemination	55
Trying It Out	56
References	56

Chapter 3

Ethical Issues 60

Research Ethics in Historical Perspective	61
From Guidelines to Law: Regulations on the Research Process	67
Institutional Review Boards (IRBs)	68
<i>IRBs and Their Duties</i>	69
<i>Clarifying the Role of IRBs</i>	72
<i>Active Versus Passive Consent</i>	74
<i>Active Versus Passive Consent in Internet Research</i>	76
<i>Membership Criteria for IRBs</i>	77
Ethical Codes	78
Some Common Ethical Concerns in Behavioral Research	78
<i>Covert Versus Overt Researcher Roles</i>	80
New Areas for Ethical Concern: Cyberspace	84
<i>Protection for Children</i>	85
<i>Debriefing the Subjects</i>	86
Informed Consent and Implied Consent	87
Confidentiality and Anonymity	90
<i>Keeping Identifying Records</i>	91
<i>Strategies for Safeguarding Confidentiality</i>	91
Securing the Data	92
Objectivity and Careful Research Design	93
Trying It Out	95
References	95

Chapter 4

A Dramaturgical Look at Interviewing 101

Dramaturgy and Interviewing	102
Types of Interviews	104
<i>The Standardized Interview</i>	105
<i>The Unstandardized Interview</i>	106
<i>The Semistandardized Interview</i>	107

The Interview Schedule	109
Schedule Development	111
<i>Question Order (Sequencing), Content, and Style</i>	112
Communicating Effectively	116
A Few Common Problems in Question Formulation	117
<i>Affectively Worded Questions</i>	117
<i>The Double-Barreled Question</i>	118
<i>Complex Questions</i>	118
Pretesting the Schedule	119
Long Versus Short Interviews	119
Telephone Interviews	121
<i>Advantages of the Telephone Interview</i>	123
<i>Disadvantages of the Telephone Interview</i>	123
Computer Assisted Interviewing	123
<i>Computer Assisted Telephone Interviewing (CATI)</i>	124
<i>Computer Assisted Personal Interviewing (CAPI)</i>	125
<i>Web-Based In-Depth Interviews</i>	125
Conducting an Interview: A Natural or an Unnatural Communication?	127
The Dramaturgical Interview	128
<i>Interviewer Roles and Rapport</i>	130
<i>The Role of the Interviewee</i>	132
<i>The Interviewer as a Self-Conscious Performer</i>	132
<i>Social Interpretations and the Interviewer</i>	133
The Interviewer's Repertoire	136
<i>Interviewers' Attitudes and Persuading a Subject</i>	139
<i>Developing an Interviewer Repertoire</i>	140
<i>Techniques to Get New Researchers Started</i>	141
<i>Taking the Show on the Road</i>	142
<i>The Ten Commandments of Interviewing</i>	143
Know Your Audience	144
<i>Curtain Calls</i>	146
Analyzing Data Obtained from the Dramaturgical Interview	146
<i>Beginning an Analysis</i>	147
<i>Systematic Filing Systems</i>	147
<i>Short-Answer Sheets</i>	149
<i>Analysis Procedures: A Concluding Remark</i>	149
Trying It Out	150
Notes	151
References	152

Chapter 5

Focus Group Interviewing 158

- What are Focus Group Interviews? 158
- The Moderator's Role 159
 - Some Problems to Avoid in Focus Group Interviewing 160*
- The Evolution of Focus Group Interviews 163
 - Advantages and Disadvantages of Focus Group Interviewing 165 • Focus Group Interviewing and Face-to-Face Interviewing 166 • Focus Group Interviewing and Participant Observation 168 • Focus Group Interviewing and Unobtrusive Measures 169*
- Facilitating Focus Group Dynamics: How Focus Groups Work 172
- The Moderator's Guide 172
 - Introduction and Introductory Activities 173 • Statement of the Basic Rules or Guidelines for the Interview 173 • Short Question-and-Answer Discussions 174 • Special Activities or Exercises 174 • Guidance for Dealing with Sensitive Issues 175*
- Basic Ingredients in Focus Groups 175
- Analyzing Focus Group Data 180
- Confidentiality and Focus Group Interviews 181
- Recent Trends in Focus Groups: Online Focus Groups 183
- Conclusion 184
- Trying It Out 185
- Notes 185
- References 186

Chapter 6

Ethnographic Field Strategies 190

- Accessing a Field Setting: Getting In 194
- Reflectivity and Ethnography 198
- Critical Ethnography 198
 - The Attitude of the Ethnographer 200 • The Researcher's Voice 200 • Gaining Entry 204*
- Becoming Invisible 207
 - Dangers of Invisibility 209*

Other Dangers During Ethnographic Research	211
Watching, Listening, and Learning	213
<i>How to Learn: What to Watch and Listen For 215 • Field Notes 218</i>	
Computers and Ethnography	225
OnLine Ethnography	226
Analyzing Ethnographic Data	228
Other Analysis Strategies: Typologies, Sociograms, and Metaphors	230
<i>Typologies 230 • Sociograms 232 • Metaphors 236</i>	
Disengaging: Getting Out	236
Trying It Out	238
References	238

Chapter 7

Action Research 246

The Basics of Action Research	251
Identifying the Research Question(s)	253
Gathering the Information to Answer the Question(s)	254
Analyzing and Interpreting the Information	254
<i>Procedures for Using Interview and Ethnographic Data 255 • Guiding Questions of Analysis: Why, What, How, Who, Where, When? 255 • Descriptive Accounts and Reports 256</i>	
Sharing the Results with the Participants	256
When to Use and When Not to Use Action Research	257
The Action Researcher's Role	258
Types of Action Research	258
<i>Technical/Scientific/Collaborative Mode 259 • A Practical/Mutual Collaborative/Deliberate Mode 259 • Emancipating or Empowering/Enhancing/Critical Science Mode 260</i>	
Photovoice and Action Research	261
<i>The Goals in Photovoice 262</i>	
Action Research: A Reiteration	263
Trying It Out	264
References	265

Chapter 8

Unobtrusive Measures in Research 268

Archival Strategies 271

Public Archives 271 • *Private Archives: Solicited and Unsolicited Documents* 282 • *A Last Remark about Archival Records* 286

Physical Erosion and accretion: Human Traces as Data.

Sources 287

Erosion Measures 287 • *Accretion Measures* 288 • *Some Final Remarks about Physical Traces* 289

Trying It Out 290

References 290

Chapter 9

Historiography and Oral Traditions 296

What Is Historical Research? 296

Life Histories and Historiography 300

What Are the Sources of Data of Historical Researchers? 300

Doing Historiography: Tracing Written History as Data 301

External Criticism 303 • *Internal Criticism* 307

What Are Oral Histories? 309

Trying It Out 313

References 313

Chapter 10

Case Studies 317

The Nature of Case Studies 317

Theory and Case Studies 319

The Individual Case Study 322

The Use of Interview Data 322 • *The Use of Personal Documents* 324

Intrinsic, Instrumental, and Collective Case Studies	325
Case Study Design Types	326
<i>Exploratory Case Studies</i>	327
<i>Explanatory Case Studies</i>	327
• <i>Descriptive Case Studies</i>	327
The Scientific Benefit of Case Studies	329
<i>Objectivity and the Case Method</i>	329
• <i>Generalizability</i>	330
Case Studies of Organizations	330
Case Studies of Communities	331
<i>Data Collection for Community Case Studies</i>	332
• <i>Community Groups and Interests</i>	333
Trying It Out	334
References	335

Chapter 11

An Introduction to Content Analysis 338

What is Content Analysis?	338
Analysis of Qualitative Data	339
<i>Interpretative Approaches</i>	339
• <i>Social Anthropological Approaches</i>	339
• <i>Collaborative Social Research Approaches</i>	340
Content Analysis as a Technique	341
Content Analysis: Quantitative or Qualitative?	342
<i>Manifest Versus Latent Content Analysis</i>	343
• <i>Blending Manifest and Latent Content Analysis Strategies</i>	344
Communication Components	345
What to Count: Levels and Units of Analysis	346
Category Development: Building Grounded Theory	346
<i>What to Count</i>	348
• <i>Combinations of Elements</i>	349
• <i>Units and Categories</i>	350
• <i>Classes and Categories</i>	351
Discourse Analysis and Content Analysis	352
Open Coding	353
Coding Frames	356
<i>A Few More Words on Analytic Induction</i>	358
• <i>Interrogative Hypothesis Testing</i>	360
Stages in the Content Analysis Process	362
Strengths and Weaknesses of the Content Analysis Process	364
Computers and Qualitative Analysis	366

Contents

Word Processors 368 • Text Retrievers 368 • Textbase Managers 368 • Code-and-Retrieve Programs 368 • Code-Based Theory Builders 369 • Conceptual Network Builders 369

Qualitative Research at the Speed of Light 371

Trying It Out 372

References 373

Chapter 12

Writing Research Papers: Sorting the Noodles from the Soup 378

Plagiarism: What It Is, Why It's Bad, and How to Avoid It 379

Why Plagiarism Occurs 379 • How to Avoid Plagiarism 380

Identifying the Purpose of the Writing: Arranging the Noodles 382

Delineating a Supportive Structure: Visual Signals for the Reader 383

The Title 386 • The Abstract 386 • The Introduction 387 • Literature Review 388 • Methodology 390 • Findings or Results 392 • Discussion/Conclusion 392 • References, Notes, and Appendices 393

Presenting Research Material 396

Disseminating the Research: Professional Meetings and Publications 396

A Word About the Content of Papers and Articles 400

Write It, Rewrite It, Then Write It Again! 400

A Few Writing Hints 402

A Final Note 404

Notes 405

References 406

Name Index 408

Subject Index 413

Qualitative Research Methods - collection, organization, and analysis strategies. This text shows novice researchers how to design, collect, and analyze qualitative data and then present their results to the scientific community. The book stresses the importance of ethics in research and taking the time to properly design and think through any research endeavor. Highly accessible "essay" style of presentation. Presents and discusses examples of research from across the social sciences, including sociology, criminology, community-oriented nursing, education and business (ex. p. 293). Provides detailed descriptions of the stages of content analysis and coding both as a research strategy in its own right and as the underlying logic for most qualitative data analysis (ex. p. 373). However, popular qualitative social sciences. After all, qualitative research takes much longer, requires research additionally includes such methods as observation of experimental greater clarity of goals during design stages, and cannot be analyzed by run- natural settings, photographic techniques (including videotaping), historical ning computer programs. Qualitative research methods and analytic strate- analysis (historiography), document and textual analysis, sociometry, socio- gies are not associated with high-tech society in the ways quantitative tech- drama and similar ethnomethodologi Recently interest in social sciences of qualitative research is growing remarkably. The rapid rise of. qualitative research to prominence in scientific communities; considerable debate has ensued regarding. both qualitative and quantitative research methodologies in social sciences [Choy, 2014]. In the grounded theory qualitative method has used by Williams and Irurita [2005] to study the. personal control and emotional comfort of hospitalized patients. They conducted interviews with 40.