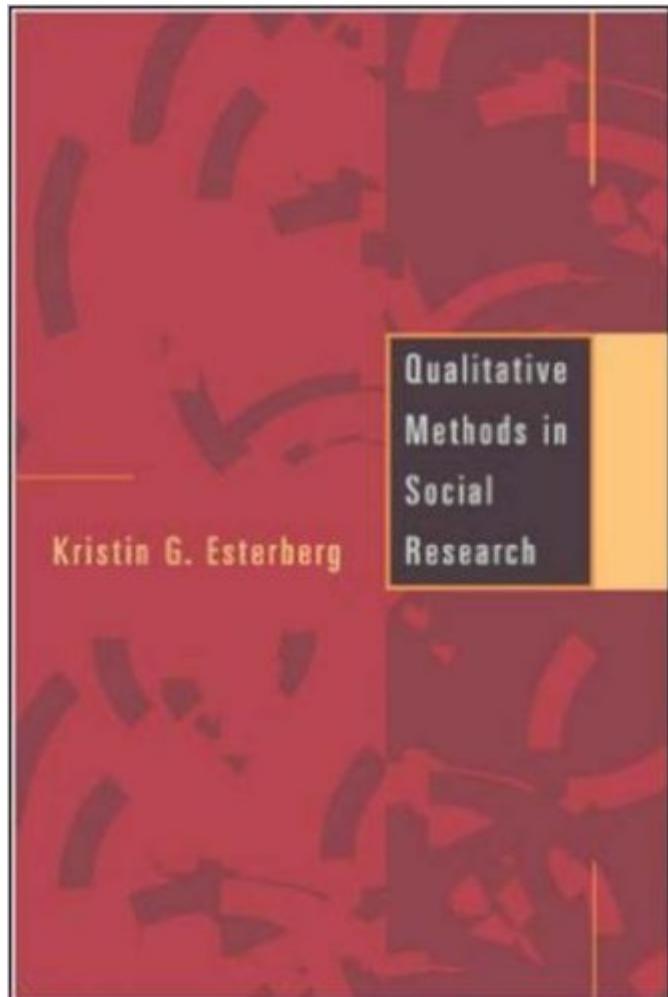


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# Qualitative Methods In Social Research



## **Synopsis**

This accessible, engaging introduction to qualitative research methods covers a wide range of qualitative methods including ethnography, observation, interviewing, content analysis, and unobtrusive measures. The text also includes well-chosen research examples and exercises to help students understand and apply various research techniques.

## **Book Information**

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Average Customer Review: 4.7 out of 5 starsÂ  [See all reviewsÂ \(9 customer reviews\)](#)

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## **Customer Reviews**

I have a fair amount of experience as a qualitative researcher (still lots to learn). I have also twice taught a qualitative research methods class for undergraduates. Based on my research experience, my knowledge of other research texts, and my experience and needs as a teacher, this is a terrific book. I am very glad I found it and recommend it without hesitation to other researchers, would-be researchers, and teachers of qualitative research methods, undergraduate or graduate. Esterberg does a great job of presenting the essential approaches, techniques, and issues, in a very easy-to-read style. As a teacher, it was a pleasure to be able to assign a chapter to my students knowing that it would not be overly long, that they could read it with little difficulty, and that Esterberg presented what I wanted them to know. I didn't have to supplement to make up gaps, tell them to skip sections because the author tried to be encyclopedic, or spend a lot of time in class explaining portions that were unclear. I could instead build on what they read and focus on their actually learning what Esterberg presented. Now if I could only find a text that does the same for quantitative methods...

This book is great it tells you step by step what to do to start a Qualitative Research. I Strongly recommended. It is very easy to read, since the language that is use is not complex. Furthermore, the chapters are very short, and thus this helps you to understand the material better because it is very clear.

I use this book for my upper-division qualitative methods course and have also used it to remind my graduate students about the ins-and-outs of qualitative methods as they embark on their thesis proposals. Extremely useful - lots of coverage of various approaches. Would be great to see an update that would include visual methods.

This book is so easy to read. I wish that I had read it a year ago when I first started my doctoral program. It is written in everyday language. Ample examples are given of research topics, research questions, etc. The cover of the book looks boring and overly scholarly, but the content of the book is excellent.

The is great for qualitative methods in research. I liked the book and will keep it in my book collection. I hope it will be beneficial to future students.

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