

research interviewing the range of techniques a practical guide

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This comprehensive guide provides a practical exploration of research interviewing techniques, covering a range of essential strategies for effective data collection. Designed for researchers and students, it offers actionable advice to master interview methods and conduct insightful qualitative research, ensuring you gather rich, valuable information every time.

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Research Interviewing

* The most comprehensive book available on methods in research interviewing! * What is research interviewing? * What techniques are used? Exactly what do you do in each technique? * How is interview data analysed and written up? The robust, real-world approach makes this book appropriate for practitioner researchers and postgraduate students up to PhD level. Covers distance and face-to-face interviewing, from the un-structured and naturalistic to the highly structured, focused and time-efficient. Emphasis is placed on using the most appropriate methods for the research purpose and how to identify which method is practicable. Based on over thirty years of teaching and supervising research and postgraduate students, the author anticipates questions and difficulties at a level of practical detail. Practical and easy to use, this book is essential for anyone doing research interviewing.

Research Interviewing: The Range Of Techniques

"It covers distance and face-to-face interviewing, from informal conversations through to highly structured, focused and time-efficient interviewing." --Cover.

Qualitative Research Interviewing

Wengraf provides a comprehensive theoretical and practical guide to the planning, conduct, and interpretative analysis of data by semi-structured interviewing methods. Forthright and frank in his comments about the limitations and practical implications of varying choices which investigators have to make in designing their research projects. Reading this text is like having a tough but expert and caring mentor who wants you to do the best research possible, but will not hesitate to tell you when your ideology and assumptions skew that possibility' - Vincent W Hevern, Le Moyne College, USA Unique in its conceptual coherence and the level of practical detail, this book provides a comprehensive resource

for those concerned with the practice of semi-structured interviewing, the most commonly used interview approach in social research, and in particular for in-depth, biographic narrative interviewing. It covers the full range of practices from the identification of topics through to strategies for writing up research findings in diverse ways.

Research Interview

Designed for students and practitioners within the world of research, this text covers such practical topics as the basic techniques of interviewing, preparing an interview schedule, and using tools such as questioning, prompting and reflecting.

Collecting Qualitative Data

Is there more to qualitative data collection than face-to-face interviews? Answering with a resounding 'yes', this book introduces the reader to a wide array of exciting and novel techniques for collecting qualitative data in the social and health sciences. *Collecting Qualitative Data* offers a practical and accessible guide to textual, media and virtual methods currently under-utilised within qualitative research. Contributors from a range of disciplines share their experiences of implementing a particular technique, provide step-by-step guidance to using that approach, and highlight both the potential and pitfalls. From gathering blog data to the story completion method to conducting focus groups online, the methods and data types featured in this book are ideally suited to student projects and other time- and resource-limited research. In presenting several innovative ways that data can be collected, new modes of scholarship and new research orientations are opened up to student researchers and established scholars alike.

Qualitative Methods in Organizational Research

An introduction considers the role and distinctive features of qualitative research methods in organizations, and discusses key debates about their use. The remainder of the book outlines a number of different approaches. The purpose, rationale and context of each approach is described, with guidelines on when and how it might be used. Case examples are used to illustrate costs and limits as well as advantages, and to draw out 'lessons learned' from practice.

Doing Qualitative Research in Psychology

Electronic Inspection Copy available for instructors here Providing a complete introduction to qualitative methods in psychology, this textbook is ideal reading for anyone doing a research methods course in psychology that includes qualitative approaches or someone planning a practical project using qualitative methods. Not just another research methods book, *Doing Qualitative Research in Psychology* is more a 'how to do it' manual, linked with a specifically designed set of digitised video recordings, transcripts and online resources to make learning about qualitative methods as easy as possible. The primary resources are a set of online, publically available video-recorded interviews produced by the editor and contributors to support student learning. The text offers useful descriptions of how and why research questions are formulated and explains the importance of selecting appropriate methods for research investigations. Using examples from the specially produced data set, it describes four specific qualitative methods, outlining - in its very clear 'how to proceed' style - how each of these methods can form the basis of a qualitative methods laboratory class, practical or field study. As well as covering key topics such as ethics, literature reviews and interviewing, the book also describes precisely how research reports using qualitative methods are written up, in line with the appropriate conventions within psychology.

Handbook of Interview Research

Aimed at professionals in market research and journalism as well as researchers, academics and students, this handbook is both an encyclopedia providing discussions of methodological issues and a story of a particular tale of interviewing.

Interviewing

This book provides guidance to researchers about how to develop interview skills that align with their theoretical assumptions. Connecting "theory" and "method" can be challenging for novice researchers. *Interviewing: A Guide to Theory and Practice* draws from, and extends, the author's earlier 2010 book,

and focuses on three interrelated issues, how researchers: theorize research interviews; examine their subject positions in relation to projects and participants; and explore the details of interview interaction to inform practice. By developing these understandings of qualitative interview practice, Kathryn Roulston shows how researchers can design and conduct quality research projects that draw on a wide range of interview practices to provide audience members and communities with significant findings concerning social problems.

Recording Oral History

With extensive examples from both historical and social science literature, this book is a practical guide to methods of recording oral history. The author provides suggestions on a range of techniques from developing a written interview guide and using tape recorders to asking probing questions during in-depth interviews and editing transcriptions. She also covers the ethical and legal issues involved in conducting life-history interviews and elaborates on three different types of oral history projects: community studies, biographies and family histories.

Handling Qualitative Data

Lecturers, click here to request an e-inspection copy of this text This new edition of Lyn Richards' best-selling book provides an accessible introduction to qualitative research for students and practitioners. Recognizing that for many new researchers dealing with data is the main point of departure, this book helps them to acquire a progressive understanding of the skills and methodological issues that are central to qualitative research. Lyn Richards provides clear and pragmatic guidance on how to handle, reflect on and get results from small amounts of data, while at the same time showing how a consideration of methods and their philosophical underpinnings informs how we should best handle our data. This book also covers all the processes of making, meeting, sorting, coding, documenting and exploring qualitative data, smoothly integrating software use and the discussion of the main challenges that readers are likely to encounter. It guides novice researchers to achieve valid and useful outcomes from qualitative analysis, and to ensure they do justice to their data. This second edition features: - Increased coverage of issues about the researcher's relation to their data and ethical implications - An expanded section on preparing for data collection and reflecting on the nature of data. There is also a brand new website, offering: - Live, detailed case studies of qualitative methods in practice, linking to publications and illustrative material. Researchers tell the stories of projects, from design, through what was actually done with the data, to how analysis was achieved and reported; - A software guide with links to information and tutorials in several products.

Introduction to Research Methods 5th Edition

Introduction to Research Methods contains everything from developing an initial idea into a proposal, through to analysing data and reporting results. Whether you have to undertake a project as part of your coursework, or as part of your employment, or simply because you are fascinated by something you have observed and want to find out more, this book offers you advice on how to turn your ideas into a workable project. Specifically it will show you how to: *Choose your research methods *Choose your participants *Prepare a research proposal *Construct questionnaires *Conduct interviews and focus groups *Analyse your data *Report your findings *Be an ethical researcher

Reflective Interviewing

Qualitative researchers have long made use of many different interview forms. Yet, for novice researchers, making the connections between "theory" and "method" is not always easy. This book provides a theoretically-informed guide for researchers learning how to interview in the social sciences. In order to undertake quality research using qualitative interviews, a researcher must be able to theorize the application of interviews to investigate research problems in social science research. As part of this process, researchers examine their subject positions in relation to participants, and examine their interview interactions systematically to inform research design. This book provides a practical approach to interviewing, helping researchers to learn about themselves as interviewers in ways that will inform the design, conduct, analysis and representation of interview data. The author takes the reader through the practicalities of designing and conducting an interview study, and relates various forms of interview to different underlying epistemological assumptions about how knowledge is produced. The book concludes with practical advice and perspectives from experienced researchers who use interviews

as a method of data generation. This book is written for a multidisciplinary audience of students of qualitative research methods.

EBOOK: The Good Research Guide: For Small-Scale Social Research Projects

This bestselling introductory book offers practical and straightforward guidance on the basics of social research, ideal for anyone who needs to conduct small-scale research projects as part of their undergraduate, postgraduate or professional studies. The book provides:

- A clear, straightforward introduction to data collection methods and data analysis
- Jargon-free coverage of the key issues
- Checklists to guide good practice

The sixth edition has been extensively updated and includes features such as:

- A new chapter on the Life Course Perspective
- A new chapter on Literature Reviews
- New material on the Delphi Technique
- An updated and expanded chapter on the analysis of Quantitative Data
- New examples and illustrations throughout

The Good Research Guide, 6th edition is a valuable resource for anyone conducting social research including those in applied areas such as business studies, health studies, nursing, education, social work, policy studies, marketing, media studies and criminology. "Denscombe's The Good Research Guide, now in its 6th edition, continues to be one of the leading books in the field. It covers the topics a student or practitioner doing a research project needs to know from project design, theoretical underpinnings of research, data collection and analysis to writing up your research. Its accessible and practical approach means that it is an excellent resource for those new to undertaking independent research." Liam Foster, Senior Lecturer in Social Policy and Social Work, Sheffield University, UK "Martyn Denscombe's text continues to remain core reading for those undertaking small pieces of research and those who need to gain a firm grounding in the principles of research theory and practice. From deciding on a research approach to the process of writing up, this finely balanced edition offers a comprehensive and detailed guide to the research cycle. Pragmatic, and with the needs of the researcher always in mind, it makes social science research accessible, undaunting, and, what's more, a completely possible, stimulating, and enjoyable endeavour." Yunis Alam, Faculty of Social Sciences, University of Bradford, UK "The Good Research Guide provides a comprehensive view of the complex strategies and approaches of conducting social research, explained in simple terms. Relevant examples and check lists provided in each section not only helps to gain better understanding but also reflect on one's own research. This book has tremendously helped me to gain knowledge and understanding of complex research strategies. It will provide clear guidance and direction for students and researchers in their research journey to achieve success." Deborah Ebenezer, Research Student "I think the book has a very good précis of areas relevant to the title. It outlines very well in a logical order the elements pertinent to 'social research'. Each chapter is relatively comprehensive and deals with subject material that is important, in a language that is accessible throughout. It does what it says on the tin and provides practical information and guidance as a 'how to' text for those needing help with this type of research project. In particular I think the checklists are an excellent chapter ending to help plan and bring into sharp focus what is needed for any particular approach. The within chapter examples are excellent and help to further inform the reader what the author is trying to convey. Chapter links help further embed concepts and show how the various research elements may be associated. Overall an excellent introductory text that embodies a no-nonsense approach to a subject that can be at times complex. By breaking down topic areas and giving simple examples the subject is eminently accessible to the reader. Well done!" Stephen Pearson, Senior Lecturer in Human and Applied Physiology, School of Health Sciences, University of Salford, UK "This new edition provides comprehensive guidance to those undertaking small-scale social research projects including dissertations in business and management and the social sciences and I would recommend its use for all those new to research and also to refresh the thinking of those with prior research experience. Part 1 addresses a range of strategies for social research including surveys, sampling, case studies, experiments, ethnography, the life course perspective, grounded theory, action research, phenomenology, systematic review and mixed methods. There are few texts which address research strategies in such a comprehensive manner. The text develops in Part 2 by providing clear guidance on the selection and use of appropriate methods of data collection such as questionnaires, interviews, observation and documentary analysis, taking into account the aims and objective of the research project. Part 4 considers both quantitative and qualitative data analysis with Part 4 providing essential information on research ethics, the reporting of research and on the conduct and presentation of the literature review essential to all research projects. I have no hesitation in commending this text for use by undergraduate and post-graduate students as well as those undertaking research projects independent of an academic programme." Dr. Bobby Mackie, Senior Lecturer, School of Business and Enterprise, University of the West of Scotland, UK

A Practical Introduction to In-depth Interviewing

Are you new to qualitative research or a bit rusty and in need of some inspiration? Are you doing a research project involving in-depth interviews? Are you nervous about carrying out your interviews? This book will help you complete your qualitative research project by providing a nuts and bolts introduction to interviewing. With coverage of ethics, preparation strategies and advice for handling the unexpected in the field, this handy guide will help you get to grips with the basics of interviewing before embarking on your research. While recognising that your research question and the context of your research will drive your approach to interviewing, this book provides practical advice often skipped in traditional methods textbooks. Written with the needs of social science students and those new to qualitative research in mind, the book will help you plan, prepare for, carry out and analyse your interviews.

HCI International 2021 - Late Breaking Papers: HCI Applications in Health, Transport, and Industry

This book constitutes late breaking papers from the 23rd International Conference on Human-Computer Interaction, HCII 2021, which was held in July 2021. The conference was planned to take place in Washington DC, USA but had to change to a virtual conference mode due to the COVID-19 pandemic. A total of 5222 individuals from academia, research institutes, industry, and governmental agencies from 81 countries submitted contributions, and 1276 papers and 241 posters were included in the volumes of the proceedings that were published before the start of the conference. Additionally, 174 papers and 146 posters are included in the volumes of the proceedings published after the conference, as "Late Breaking Work" (papers and posters). The contributions thoroughly cover the entire field of HCI, addressing major advances in knowledge and effective use of computers in a variety of application areas.

Handbook of the Psychology of Interviewing

The interview is one of the most used methods within psychology, and effective interviewing skills are one of the most useful qualities a professional can possess. This text on the psychology of interviewing, reviewing diagnosis and assessment covers several contexts including social, medical, forensic and occupational. Each chapter explores issues of methodology, theory, development and practice.

Transforming our World Through Design, Diversity and Education

Good design is enabling, and each and every one of us is a designer. Universal Design is widely recognized an important concept that should be incorporated in all person-centred policies. The United Nations Convention on the Rights of Persons with Disabilities (UNCRPD) clearly stipulates that the most effective way of delivering on the promise of an inclusive society is through a Universal Design approach. Sitting at the intersection of the fields of Higher Education and Universal Design, this book presents papers delivered at the Universal Design and Higher Education in Transformation Congress (UDHEIT2018), held in Dublin, Ireland, from 30 October to 2 November 2018. This event brings together key experts from industry, education, and government and non-government organization sectors to share experiences and knowledge with all participants. The 86 papers included here are grouped under 17 headings, or themes, ranging from education and digital learning through healthcare to engagement with industry and urban design. Celebrating and integrating all that is good in design, diversity and education, this book will be a valuable resource for all those interested in the inspiring and empowering developments in both Universal Design and higher education.

Qualitative Research Skills for Social Work

Malcolm Carey provides social work students, academics and practitioners with a practical guide to completion of a small-scale qualitative research project or dissertation. This clear text takes the reader through the process of beginning and developing a research problem or question, defining their objectives and undertaking empirical or literature-based research that involves data collection, analysis, writing up and dissemination. The book also highlights and details potential obstacles, essential techniques and methods, types of theory and methodology used, and presents case studies and ongoing debates involved in qualitative social work research. It suggests ways by which sometimes difficult processes (such as the literature review, interviews with practitioners, etc.) can be made easier to complete and explores traditional methods such as the focus group or interview alongside less conventional methodologies such as participative, narrative, discourse or ICT-related approaches. Recent investigation has highlighted the lack of research skills held by many social workers in practice. This book overcomes these problems by providing an essential and easily accessible guidebook to

qualitative research methods for social work students and practitioners as well as being of interest to tutors who teach research methods to social work students or supervise dissertations.

Governance and Performance Management in Public Universities

This edited volume contributes to the ongoing research and practice on applying performance management to university governance. A comparative approach and international perspective of the issue is provided through extensive use of case studies and empirical findings. A specific focus is also placed on using performance governance applied to higher education institutions' Third Mission, and on enhancing decision makers' ability to frame dynamic complexity. In this regard, specific attention is devoted to analyzing the cause-and-effect relationships in affecting public outcomes. This also includes managing trade-offs in both time and space, and detecting and counteracting unintended behavioral effects from the use of formal systems focused on quantitative measures for performance assessment.

Asian Qualitative Research in Tourism

This book explores the ontologies, epistemologies, methodologies, and methods that inform tourism qualitative research conducted either by Asian scholars or non-Asian scholars focusing on Asia. In addition to providing a platform for researchers to publish their qualitative journeys, it aims to encourage further Asian qualitative tourism research production. The book not only includes chapters from Asian scholars but also non-Asian tourism researchers with a focus on Asia, as their chapters are crucial to represent the multiplicity of realities constituting 'Asia'. It is of interest to the whole tourism academic community as it provides novel methodological insights from a non-Western perspective, which at the moment are often silenced by dominant (Western) voices.

Successful Qualitative Research

This accessible, practical 'how to' guide provides students with a step-by-step toolkit of the why, when and how of qualitative methods, for anyone studying qualitative research or doing a research project.

Empowering Subaltern Voices Through Education

Based on a four year-long empirical study, this book employs contemporary theories from the Global South to investigate the role of education in the experience of migration and settlement of the Chakma people of Bangladesh in the city of Melbourne, Australia. Exploring the migration opportunities taken up by the Chakma and their efforts to retain, promote, and enrich their ethnic identity in Australia, the book critically examines the importance of education for ethnic, linguistic, and religious minorities and the extent to which education helped the diasporic community in achieving a 'better' and 'more secure' life. It also positions education as a tool to help revive, maintain, and enrich the importance of culture and tradition, both in the home country and in the place of settlement and offers a theorisation of how the self-directed pursuit of education can create opportunities for minority peoples, to advocate human rights, Indigenous recognition and criticise a state's failure to provide safety and security. This book will be of interest to academics and postgraduate students researching in the fields of education, diaspora studies, Indigenous studies, and migration studies.

The Social Work Dissertation: Using Small-Scale Qualitative Methodology

The book guides the student through the research process relevant to the completion of a social work dissertation, examining the process of both empirical and literature based dissertations, highlighting potential obstacles, essential techniques and methods involved in research.

The Good Research Guide: For Small-Scale Social Research Projects

The Good Research Guide is a best-selling introductory book on the basics of social research.

Qualitative Psychology

Covering all the main qualitative approaches now used in psychology - the Second Edition offers readers a step-by-step guide to carrying out research using each particular method with plenty of pedagogical advice. All chapters are written by international experts - many of them key figures in either the inception or development of their chosen method. Key features of the Second Edition include: -

updated and extended chapters - examples of good research studies using each approach - text boxes and further readings

What is Qualitative Interviewing?

What is Qualitative Interviewing? is an accessible and comprehensive 'what is' and 'how to' methods book. It is distinctive in emphasising the importance of good practice in understanding and undertaking qualitative interviews within the framework of a clear philosophical position. Rosalind Edwards and Janet Holland provide clear and succinct explanations of a range of philosophies and theories of how to know about the social world, and a thorough discussion of how to go about researching it using interviews. A series of short chapters explain and illustrate a range of interview types and practices. Drawing on their own and colleagues' experiences Holland and Edwards provide real research examples as informative illustrations of qualitative interviewing in practice, and the use of a range of creative interview tools. They discuss the use of new technologies as well as tackling enduring issues around asking and listening and power dynamics in research. Written in a clear and accessible style the book concludes with a useful annotated bibliography of key texts and journals in the field. What is Qualitative Interviewing? provides a vital resource for both new and experienced social science researchers across a range of disciplines.

Interviewing in Educational Research

Interviewing is one of the most frequently used research tools in the social sciences, yet its importance as a technique is usually underestimated. As Janet Powney and Mike Watts point out, the practical difficulties of interviewing are often understated, and the theoretical assumptions and implications of conducting interviews can prejudice a researcher's conclusions. Originally published in 1987, this introductory, practical guide widens the debate about interviewing with discussion and advice on interviewing in different kinds of educational inquiry, ranging from large-scale surveys to research carried out in individual schools. The authors give guidelines for preparing, conducting, reporting and analysing interviews, and discuss the practical and theoretical problems arising from each of these aspects. Examples are taken from six case studies contributed by researchers who have conducted interviews for different purposes and in different ways. Interviewing in Educational Research will be valuable to students and researchers in many fields, not only in educational research, but generally in the social sciences, in medical research, economics, business, social planning and administration.

My Second-Favorite Country

"Drawing on a longitudinal study of Jewish children in the United States, this book presents Jewish children's learning about Israel as a rich case for understanding how children develop ideas and beliefs about self, community, nation, and world over the course of elementary school"--

The Future of Risk Management, Volume I

With contributions presented during the Second International Risk Management Conference, this first volume addresses important areas of risk management from a variety of angles and perspectives. The book will cover three separate tracks, including: legal issues in risk management, risk management in the public sector and in healthcare, and environmental risk management, and will be of interest to academic researchers and students in risk management, banking, and finance.

University-Industry Collaboration Strategies in the Digital Era

Competitive strategies and higher education-industry collaboration policies are playing a vital role in fostering the reputation and international rankings of higher education institutions. The positive impact of these policies may best be observed in the economic and social outputs of many countries such as the USA, Singapore, South Korea, and European Union (EU) countries such as Belgium, Germany, France, and the Netherlands. However, the number of academic publications that specifically concentrate on the impact of these policies on higher education institutions and authorities remains relatively limited. University-Industry Collaboration Strategies in the Digital Era is an essential research publication that provides comprehensive research on competitive strategies for higher education institutions that will allow them to forge beneficial partnerships with industries that will have a significant impact on their success. Highlighting a wide range of topics such as human resource management,

network planning, and institutional structure, this book is ideal for administrators, education professionals, academicians, researchers, policymakers, and students.

Beginning Qualitative Research

A best-selling text written for the beginning qualitative researcher - theoretically rigorous, yet with an understandable perspective.

Qualitative Methodology

Fresh, insightful and clear, this exciting textbook provides an engaging introduction to the application of qualitative methodology in the real world. Expert researchers then trace the history and philosophical underpinnings of different methodologies, explore the specific demands each places upon the researcher and robustly set out relevant issues surrounding quality and rigor. Featured methodologies include action research, discourse analysis, ethnography, grounded theory, case studies and narrative inquiry. This practical book provides a helpful guide to the research process - it introduces the relevant methods of generating, collecting and analysing data for each discrete methodology and then looks at best practice for presenting findings. This enables new researchers to compare qualitative methods and to confidently select the approach most appropriate for their own research projects. Key features include: Summary table for each chapter - allowing quick checks to test knowledge 2Window into 2 sections - real world examples showing each methodology in action Student activities Learning objectives Full glossary Annotated suggestions for further reading Links to downloadable SAGE articles Links to relevant websites and organizations This is an invaluable resource for students and researchers across the social sciences and a must-have guide for those embarking on a research project.

Interviewing

This text provides an invaluable guide for those looking to improve their interviewing skills, whether professionals or beginners. It is written in an accessible style and is based on a solid framework of theory and research.

Fundamentals of Qualitative Research

This book is the road map to proficiency and development in the field of qualitative research. Borrowing from a wealth of experience teaching introductory qualitative research courses, author Kakali Bhattacharya lays out a dynamic program for learning different paradigms of inquiry, empowering students to recognize the convergence of popular research methodologies as well as the nuances and complexities that set each of them apart. Her book: supplements the readings and activities in a qualitative methods class, exposing students to the research process and the dominant types of qualitative research; introduces a variety of theoretical perspectives in qualitative research, including positivism and postpositivism, interpretivism, feminism, symbolic interactionism, phenomenology, hermeneutics, critical theory, and Critical Race Theory; identifies and summarizes the three dominant methodological approaches in qualitative research: narrative inquiry, grounded theory, and ethnography; provides interactive activities and exercises to help students crystallize their understanding of the different topics in each chapter.

Interviewing as Qualitative Research

Now in its fourth edition, this popular book provides clear, step-by-step guidance for new and experienced interviewers to develop, shape, and reflect on interviewing as a qualitative research process. Using concrete examples of interviewing techniques to illustrate the issues under discussion, this classic text helps readers to understand the complexities of interviewing and its connections to broader issues of qualitative research. The text includes principles and methods that can be adapted to a range of interviewing approaches. Appropriate for individual and classroom use, the new edition has been expanded to include: clarification of important phenomenological assumptions that underlie the interviewing approach presented in the book; new sections on Long-Distance Interviewing and its implications for the relationship between interviewers and their participants; a new section on the pros and cons of Computer-Assisted Qualitative Data Analysis Software; The Ethics of Doing Good Work, is a new chapter which discusses the interplay between ethical issues in interviewing and how interviewers carry out their work as researchers.

Research Methods in Sociolinguistics

This single-volume guide equips students of sociolinguistics with a full set of methodological tools including data collection and analysis techniques, explained in clear and accessible terms by leading experts. It features project suggestions, troubleshooting tips, and data assessment across diverse languages. Explores an array of anthropological and scientific methods that cover the full spectrum of contemporary sociolinguistics, from the study of style and discourse analysis to the study of phonetics. Details the types of data available, and explains collection methods ranging from sociolinguistic interviews to linguistic landscapes. Provides comprehensive coverage of data analysis, subdivided into segments on linguistic and socio-cultural techniques, and linked to numerous languages. Includes useful summaries, seasoned advice and troubleshooting tips, ideas for research projects, and a full directory of supplementary reading.

User Research

Many businesses are based on creating desirable experiences, products and services for users. However in spite of this, companies often fail to consider the end user - the customer - in their planning and development processes. As a result, organizations find themselves spending huge sums of money creating products and services that, quite simply, don't work. User experience research, also known as UX research, focuses on understanding user behaviours, needs and motivations through a range of observational techniques, task analysis and other methodologies. User Research is a practical guide that shows readers how to use the vast array of user research methods available. Covering all the key research methods including face-to-face user testing, card sorting, surveys, A/B testing and many more, the book gives expert insight into the nuances, advantages and disadvantages of each, while also providing guidance on how to interpret, analyze and share the data once it has been obtained. Ultimately, User Research is about putting natural powers of observation and conversation to use in a specific way. The book isn't bogged down with small, specific, technical detail - rather, it explores the fundamentals of user research, which remain true regardless of the context in which they are applied. As such, the tools and frameworks given here can be used in any sector or industry, to improve any part of the customer journey and experience; whether that means improving software, websites, customer services, products, packaging or more.

Effective Action Research

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The Research Interview

Research and Qualitative Interviews brings into focus the decisions that the interviewer faces by taking a data-led approach in order to open up choices and decisions in the process of planning for, managing, analysing and representing interviews. The chapters concentrate on the real-time, moment-by-moment nature of interview management and interaction. A key feature of the book is the inclusion of reflexive vignettes that foreground the voices and experience of qualitative researchers (both novices and more expert practitioners). The vignettes demonstrate the importance of reflecting on and learning from interactional experience. In addition, the book provides an overview of different types of interviews, commenting on the orientation and make-up of each type. Overall, this book encourages reflective thinking about the use of research interviews. It distinguishes between reflection, reflective practice and reflexivity. All the chapters focus on recurring choices, dilemmas and puzzles; offering advice in opening out and engaging with these aspects of the research interview.