

altheide qualitative document analysis

Altheide's Qualitative Document Analysis: A Deep Dive into Meaning-Making and Social Worlds

Introduction:

Are you fascinated by the intricate ways humans create meaning from the world around them? Do you want to unlock the hidden narratives embedded within documents, revealing societal structures and power dynamics? Then you've come to the right place. This comprehensive guide delves into David L. Altheide's groundbreaking approach to qualitative document analysis, offering a practical framework for researchers and students alike. We'll explore the core principles, methodological nuances, and applications of this powerful analytical lens, providing you with the knowledge and tools to conduct insightful research. We will unpack the process step-by-step, examining everything from selecting appropriate documents to interpreting the findings and drawing meaningful conclusions. Prepare to uncover the rich tapestry of meaning woven into the seemingly mundane artifacts of everyday life.

What is Altheide's Qualitative Document Analysis?

Altheide's approach isn't simply about reading documents; it's about understanding the processes of meaning-making reflected within them. He emphasizes the role of documents as social constructions, shaped by cultural norms, power structures, and individual intentions. Unlike traditional content analysis, which often focuses on frequency counts of keywords, Altheide's method delves into the context, framing, and implied meanings embedded within the text. It's a hermeneutic approach, focusing on interpretation and understanding the subjective meanings behind the words. The goal is not merely to describe what's in the documents but to understand how the documents contribute to and reflect broader social processes and realities.

Key Principles of Altheide's Approach:

Context is King: Altheide stresses the importance of understanding the historical, social, and political context surrounding the document. Ignoring context leads to misinterpretations and a superficial understanding of the meaning.

Focus on Meaning-Making: The analysis centers on how the document constructs meaning, frames issues, and shapes perceptions. Researchers are not passive observers but active interpreters engaged in understanding the communicative strategies used by the document's creators.

Identifying Power Dynamics: Altheide's approach is keenly attuned to how power operates within and through documents. This could involve examining

whose voices are amplified, whose are silenced, and what narratives are privileged.

Iterative Process: The analysis is not linear. It's an iterative process involving continuous revisiting of data, refining interpretations, and adjusting research questions as understanding develops.

Triangulation: To enhance credibility, Altheide encourages triangulation, comparing findings from document analysis with other data sources such as interviews or observations.

Steps in Conducting Altheide's Qualitative Document Analysis:

1. **Document Selection:** Carefully choosing relevant documents is crucial. Consider the research question, the type of documents available, and the potential insights they can offer. The selection process is not random; it involves strategic choices based on theoretical expectations and the research aims.
2. **Immersion and Initial Reading:** Begin by immersing yourself in the documents. Engage in multiple readings, paying attention to the overall structure, themes, and language used. Note down initial impressions and developing hunches.
3. **Coding and Categorization:** Develop a coding scheme to organize your observations. This might involve identifying key themes, concepts, or recurring patterns. Codes should be grounded in the data itself, emerging from the documents rather than being pre-determined.
4. **Interpretation and Analysis:** Move beyond simple description to interpret the meaning of the coded data. Consider how the documents construct reality, frame issues, and reflect social processes.
5. **Developing Narratives:** Synthesize your findings to create compelling narratives that reveal the underlying meanings and patterns uncovered through the analysis. The goal is not simply to summarize the data but to construct insightful interpretations that contribute to a deeper understanding of the research topic.
6. **Writing the Report:** The final stage involves crafting a well-structured report that clearly communicates your findings, methodology, and interpretations. The report should be accessible to a wide audience, clearly explaining both the process and the results.

Example: Analyzing News Reports on Climate Change Using Altheide's Method

Let's imagine a research project exploring how news media frame climate

change. Using Altheide's approach, the researcher would select a range of news reports from different sources (e.g., national newspapers, online news sites, local news outlets). The analysis would focus not only on the content of the reports but also on the framing strategies employed, the language used, the sources quoted, and the overall narrative presented. By examining these elements, the researcher could uncover how different news outlets construct the issue of climate change, potentially revealing biases, omissions, and power dynamics at play. The analysis could unveil how specific framings shape public understanding and influence attitudes towards climate action.

A Sample Book Outline: "Unveiling Social Realities: A Practical Guide to Altheide's Qualitative Document Analysis"

Introduction: Overview of Altheide's approach, its core principles, and its distinctiveness from other qualitative methods. The chapter would introduce the key concepts and theoretical underpinnings.

Chapter 1: The Philosophy of Document Analysis: This chapter would explore the epistemological and ontological assumptions underlying Altheide's approach, emphasizing its interpretive and hermeneutic nature.

Chapter 2: Selecting and Preparing Your Documents: A step-by-step guide to document selection, considering factors like accessibility, relevance, and representativeness. Includes techniques for managing large datasets.

Chapter 3: Coding and Categorization Strategies: Detailed explanations of various coding techniques, including thematic analysis, grounded theory approaches, and the use of software for qualitative data analysis.

Chapter 4: Interpretation and Meaning-Making: A discussion of how to move from simple description to deeper interpretation, focusing on uncovering hidden meanings, identifying power dynamics, and constructing compelling narratives.

Chapter 5: Triangulation and Validation: Strategies for enhancing the credibility and validity of findings through triangulation with other data sources and methods.

Chapter 6: Writing Your Report: Guidance on writing a clear, concise, and compelling research report that effectively communicates the findings and their implications.

Chapter 7: Ethical Considerations in Document Analysis: Discussing ethical responsibilities related to data privacy, authorship, and informed consent.

Conclusion: Summary of key insights, limitations of the approach, and potential avenues for future research.

Detailed Explanation of Outline Points:

(Each of the above chapter points would be expanded upon in a full book. Here's a brief example for Chapter 4: Interpretation and Meaning-Making):

Chapter 4: Interpretation and Meaning-Making: This chapter would delve into the heart of Altheide's approach. It would go beyond simply identifying patterns and themes in the documents. Instead, it would guide the reader through the process of interpreting those patterns. The chapter would address:

Moving Beyond Description: How to transition from a descriptive account of the data to a more interpretative analysis focusing on the underlying meanings and implications.

Identifying Implicit Meanings: Techniques for uncovering the unspoken, implied, or subtle messages embedded within the text. This could include exploring the use of metaphors, symbolism, and rhetorical strategies.

Uncovering Power Dynamics: How to identify and analyze the power relations reflected in the documents. This might involve examining whose voices are dominant, whose are marginalized, and how the language used reinforces or challenges existing power structures.

Developing Theoretical Explanations: Connecting the findings to existing theories and frameworks to develop deeper understandings of the social processes under investigation. This would involve moving beyond merely describing what is in the documents to explaining why those things appear in the way they do.

Constructing Narratives: Techniques for crafting compelling narratives that effectively communicate the findings and their implications. The goal is to tell a story that engages the reader and reveals the deeper meanings embedded within the data.

FAQs:

1. What is the difference between Altheide's approach and traditional content analysis? Altheide's approach is more interpretive and contextual, focusing on meaning-making processes rather than simply counting keywords.
1. What types of documents are suitable for Altheide's analysis? A wide range of documents can be used, including news reports, personal diaries, official records, policy documents, social media posts, etc.
1. How can I ensure the reliability and validity of my analysis? Use clear coding schemes, employ triangulation, and meticulously document your methods.

1. What software can assist with Altheide's qualitative document analysis? NVivo, Atlas.ti, and MAXQDA are popular choices.
1. Can I use Altheide's method for quantitative data? No, this method is specifically designed for qualitative data analysis.
1. How do I handle contradictory information within a document? Acknowledge and analyze the contradictions as part of the meaning-making process, exploring the potential sources and implications of the conflict.
1. What are the limitations of Altheide's approach? It can be time-consuming and requires strong interpretive skills. Subjectivity is inherent, necessitating transparency and reflexivity.
1. How can I avoid bias in my analysis? Be aware of your own biases, document your assumptions, and employ rigorous methods to minimize subjective influences.
1. Where can I find more resources on Altheide's work? Start by searching for his publications on academic databases such as JSTOR and Google Scholar.

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2. Thematic Analysis: A Step-by-Step Guide: A detailed explanation of thematic analysis, a common approach to qualitative data analysis.
3. Grounded Theory Methodology: An Overview: An exploration of grounded theory, another widely used qualitative research method.

4. Interpretive Phenomenological Analysis (IPA): Understanding Lived Experience: An introduction to IPA, a qualitative approach focusing on understanding the lived experiences of individuals.
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altheide qualitative document analysis: Qualitative Media Analysis David L. Altheide, Christopher J. Schneider, 2012-10-02 In order to prepare a successful research project, a qualitative researcher often must consult media documents of various types. Authors David L. Altheide and Christopher J. Schneider show readers how to obtain, categorize, and analyze these different media documents in this entry in the Qualitative Research Methods series. They look at traditional primary documents such as newspapers and magazines but also at more recent forms--television newscasts and cyberspace. The use of student examples of research protocols makes this book a useful primer in deriving meaning from the bombardment of media documents a qualitative researcher faces.

altheide qualitative document analysis: Understanding Qualitative Research and Ethnomethodology Paul ten Have, 2004-01-15 Understanding Qualitative Research and Ethnomethodology provides a discussion of qualitative research methods from an ethnomethodological perspective. Detailed yet concise, Paul ten Have's text explores the complex relation between the more traditional methods of qualitative social research and the discipline of ethnomethodology. It draws on examples from both ethnomethodological studies and the wider field of qualitative research to discuss critically an array of methods for qualitative data collection and analysis. With a student-friendly structure, this engaging book will be an invaluable resource for both students and researchers across the social sciences.

altheide qualitative document analysis: Qualitative Content Analysis in Practice Margrit Schreier, 2012-02-21 Qualitative content analysis is a powerful method for analyzing large amounts of qualitative data collected through interviews or focus groups. It is frequently employed by students, but introductory textbooks on content analysis have largely focused on the quantitative version of the method. In one of the first to focus on qualitative content analysis, Margrit Schreier takes students step-by-step through: - creating a coding frame - segmenting the material - trying out the coding frame - evaluating the trial coding - carrying out the main coding - what comes after qualitative content analysis - making use of software when conducting qualitative content analysis. Each part of the process is described in detail and research examples are provided to illustrate each step. Frequently asked questions are answered, the most important points are summarized, and end

of chapter questions provide an opportunity to revise these points. After reading the book, students are fully equipped to conduct their own qualitative content analysis. Designed for upper level undergraduate, MA, PhD students and researchers across the social sciences, this is essential reading for all those who want to use qualitative content analysis.

altheide qualitative document analysis: The Content Analysis Guidebook Kimberly A. Neuendorf, 2017 Content analysis is a complex research methodology. This book provides an accessible text for upper level undergraduates and graduate students, comprising step-by-step instructions and practical advice.

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altheide qualitative document analysis: Handbook of Emergent Methods Sharlene Nagy Hesse-Biber, Patricia Leavy, 2013-10-15 Social researchers increasingly find themselves looking beyond conventional methods to address complex research questions. This is the first book to comprehensively examine emergent qualitative and quantitative theories and methods across the social and behavioral sciences. Providing scholars and students with a way to retool their research choices, the volume presents cutting-edge approaches to data collection, analysis, and representation. Leading researchers describe alternative uses of traditional quantitative and qualitative tools; innovative hybrid or mixed methods; and new techniques facilitated by technological advances. Consistently formatted chapters explore the strengths and limitations of each method for studying different types of research questions and offer practical, in-depth examples.

altheide qualitative document analysis: The Coding Manual for Qualitative Researchers Johnny Saldana, 2009-02-19 The Coding Manual for Qualitative Researchers is unique in providing, in one volume, an in-depth guide to each of the multiple approaches available for coding qualitative data. In total, 29 different approaches to coding are covered, ranging in complexity from beginner to advanced level and covering the full range of types of qualitative data from interview transcripts to field notes. For each approach profiled, Johnny Saldaña discusses the method's origins in the professional literature, a description of the method, recommendations for practical applications, and a clearly illustrated example.

altheide qualitative document analysis: Qualitative Content Analysis Philipp Mayring, 2021-11-03 In eight clear-cut steps, this book provides a systematic introduction to qualitative content analysis and how you can use it in each stage of your research project, no matter the type or amount of data. Developed by a leading expert in the field and based on years of teaching experience, this book offers an essential framework for interpreting qualitative data for any social sciences student or researcher. To support you in choosing the best approach for your research, this book includes: · Examples of how QCA can be applied to various research processes · An introduction to text analysis and its different approaches · Discussions of how to use QCA software to benefit your research · An online how-to manual to help you get the most out of QCAmap software. It also introduces the process of scientific research, and integrates qualitative and quantitative analysis into the step-by-step approach.

altheide qualitative document analysis: Context and Method in Qualitative Research

Gale Miller, Robert Dingwall, 1997-06-11 A critical examination of the principles and practice of qualitative research is provided in this book which examines the interplay between context and method, making it invaluable for both the experienced and the beginning researcher. A range of methodological and practical issues central to the concerns of qualitative researchers are addressed. These include: the validity and plausibility of qualitative methods; the problems encountered using specific techniques in a range of social settings; and the moral issues raised in qualitative research. These themes are related to practical issues which are illustrated by a breadth of examples and in-depth case studies. The contributors look at the methods and strategies that they have used to study everyday life, and make suggestions to readers on why and how they might conduct their own studies. They raise issues that go beyond 'cookbook' discussions of issues such as how to enter social settings, manage the subjects of one's research and ask 'good' questions in the process of formulating research strategies. These issues are addressed within the framework of the larger purposes and uses of qualitative research where specific methodological problems are not used as ends in themselves.

altheide qualitative document analysis: The Encyclopedia of Research Methods in Criminology and Criminal Justice, 2 Volume Set J. C. Barnes, David R. Forde, 2021-09-08 The Encyclopedia of RESEARCH METHODS IN CRIMINOLOGY & CRIMINAL JUSTICE The most comprehensive reference work on research designs and methods in criminology and criminal justice This Encyclopedia of Research Methods in Criminology and Criminal Justice offers a comprehensive survey of research methodologies and statistical techniques that are popular in criminology and criminal justice systems across the globe. With contributions from leading scholars and practitioners in the field, it offers a clear insight into the techniques that are currently in use to answer the pressing questions in criminology and criminal justice. The Encyclopedia contains essential information from a diverse pool of authors about research designs grounded in both qualitative and quantitative approaches. It includes information on popular datasets and leading resources of government statistics. In addition, the contributors cover a wide range of topics such as: the most current research on the link between guns and crime, rational choice theory, and the use of technology like geospatial mapping as a crime reduction tool. This invaluable reference work: Offers a comprehensive survey of international research designs, methods, and statistical techniques Includes contributions from leading figures in the field Contains data on criminology and criminal justice from Cambridge to Chicago Presents information on capital punishment, domestic violence, crime science, and much more Helps us to better understand, explain, and prevent crime Written for undergraduate students, graduate students, and researchers, The Encyclopedia of Research Methods in Criminology and Criminal Justice is the first reference work of its kind to offer a comprehensive review of this important topic.

altheide qualitative document analysis: Analyzing Qualitative Data H. Russell Bernard, Amber Wutich, Gery W. Ryan, 2016-06-23 The fully updated Second Edition of Analyzing Qualitative Data: Systematic Approaches by H. Russell Bernard, Amber Wutich, and Gery W. Ryan presents systematic methods for analyzing qualitative data with clear and easy-to-understand steps. The first half is an overview of the basics, from choosing a topic to collecting data, and coding to finding themes, while the second half covers different methods of analysis, including grounded theory, content analysis, analytic induction, semantic network analysis, ethnographic decision modeling, and more. Real examples drawn from social science and health literature along with carefully crafted, hands-on exercises at the end of each chapter allow readers to master key techniques and apply them to their own disciplines.

altheide qualitative document analysis: Research Methods in Education Joseph Check, Russell K. Schutt, 2011-10-27 Research Methods in Education introduces research methods as an integrated set of techniques for investigating questions about the educational world. This lively, innovative text helps students connect technique and substance, appreciate the value of both qualitative and quantitative methodologies, and make ethical research decisions. It weaves actual research stories into the presentation of research topics, and it emphasizes validity, authenticity,

and practical significance as overarching research goals. The text is divided into three sections: Foundations of Research (5 chapters), Research Design and Data Collection (7 chapters), and Analyzing and Reporting Data (3 chapters). This tripartite conceptual framework honors traditional quantitative approaches while reflecting the growing popularity of qualitative studies, mixed method designs, and school-based techniques. This approach provides a comprehensive, conceptually unified, and well-written introduction to the exciting but complex field of educational research.

altheide qualitative document analysis: Reimagining Utopias Iveta Silova, Noah W. Sobe, Alla Korzh, Serhiy Kovalchuk, 2017-07-13 *Reimagining Utopias* explores the shifting social imaginaries of post-socialist transformations to understand what happens when the new and old utopias of post-socialism confront the new and old utopias of social science. This peer-reviewed volume addresses the theoretical, methodological, and ethical dilemmas encountered by researchers in the social sciences as they plan and conduct education research in post-socialist settings, as well as disseminate their research findings. Through an interdisciplinary inquiry that spans the fields of education, political science, sociology, anthropology, and history, the book explores three broad questions: How can we (re)imagine research to articulate new theoretical insights about post-socialist education transformations in the context of globalization? How can we (re)imagine methods to pursue alternative ways of producing knowledge? And how can we navigate various ethical dilemmas in light of academic expectations and fieldwork realities? Drawing on case studies, conceptual and theoretical essays, autoethnographic accounts, as well as synthetic introductory and conclusion chapters by the editors, this book advances an important conversation about these complicated questions in geopolitical settings ranging from post-socialist Africa to Eastern Europe and Central Asia. The contributors not only expose the limits of Western conceptual frameworks and research methods for understanding post-socialist transformations, but also engage creatively in addressing the persisting problems of knowledge hierarchies created by abstract universals, epistemic difference, and geographical distance inherent in comparative and international education research. This book challenges the readers to question the existing education narratives and rethink taken-for-granted beliefs, theoretical paradigms, and methodological frameworks in order to reimagine the world in more complex and pluriversal ways.

altheide qualitative document analysis: Terrorism and the Politics of Fear David L. Altheide, 2017-06-27 This thoughtful text demonstrates how the mass media constructs a politics of fear in the United States. Using a social interactionist perspective, the chapters examines such issues as the expansion of surveillance on the Internet, the construction of a terrorism-fighting hero to promote patriotism, the use of social media by terror groups, the fear of the other fostered by the refugee crisis and western radicalization, as well as the mass-mediated reaction to recent terrorist attacks. Also covered are the politics of fear involving disease (Ebola, Zika), social control efforts, and harsh attacks on American governmental officials for not keeping people safe from harm. All chapters in this new edition have been updated with descriptions and relevant analysis of significant events, including two Israeli-Hamas wars, terrorism attacks (e.g., Boston Marathon, Charlie Hebdo, San Bernadino, etc.), global reactions—often hostility—to refugees in the United States and especially Europe, the development of ISIS, surveillance (Wiki Leaks, Snowden, NSA), and the growing significance of social media. The text explains how the social construction of fear is used to steer public and foreign policy, arguing that security policies to protect the citizenry from violence have become control systems that most often curtail privacy and civil liberties.

altheide qualitative document analysis: The Oxford Handbook of Qualitative Research Patricia Leavy, 2020 *The Oxford Handbook of Qualitative Research*, Second Edition presents a comprehensive, interdisciplinary overview of the field of qualitative research. Divided into eight parts, the forty chapters address key topics in the field such as approaches to qualitative research (philosophical perspectives), narrative inquiry, field research, and interview methods, text, arts-based, and internet methods, analysis and interpretation of findings, and representation and evaluation. The handbook is intended for students of all levels, faculty, and researchers across the disciplines, and the contributors represent some of the most influential and innovative researchers

as well as emerging scholars. This handbook provides a broad introduction to the field of qualitative research to those with little to no background in the subject, while providing substantive contributions to the field that will be of interest to even the most experienced researchers. It serves as a user-friendly teaching tool suitable for a range of undergraduate or graduate courses, as well as individuals working on their thesis or other research projects. With a focus on methodological instruction, the incorporation of real-world examples and practical applications, and ample coverage of writing and representation, this volume offers everything readers need to undertake their own qualitative studies.

altheide qualitative document analysis: *The SAGE Handbook of Qualitative Data Analysis* Uwe Flick, 2013-12-18 The wide range of approaches to data analysis in qualitative research can seem daunting even for experienced researchers. This handbook is the first to provide a state-of-the-art overview of the whole field of QDA; from general analytic strategies used in qualitative research, to approaches specific to particular types of qualitative data, including talk, text, sounds, images and virtual data. The handbook includes chapters on traditional analytic strategies such as grounded theory, content analysis, hermeneutics, phenomenology and narrative analysis, as well as coverage of newer trends like mixed methods, reanalysis and meta-analysis. Practical aspects such as sampling, transcription, working collaboratively, writing and implementation are given close attention, as are theory and theorization, reflexivity, and ethics. Written by a team of experts in qualitative research from around the world, this handbook is an essential compendium for all qualitative researchers and students across the social sciences.

altheide qualitative document analysis: *Ecology of Communication* David L. Altheide, 2020-03-11 Altheide's new book advances the argument set in motion some years ago with *Media Logic* and continued in *Media Worlds in the Postjournalism Era*: that in our age, information technology and the communication environments it posits have affected the private and the social spheres of all our power relationships, redefining the ground rules for social life and concepts such as freedom and justice. Articulated through an interactionist and non-deterministic focus, *An Ecology of Communication* offers a distinctive perspective for understanding the impact of information technology, communication formats, and social activities in the new electronic environment.

altheide qualitative document analysis: *Qualitative Organizational Research* Gillian Symon, Catherine Cassell, 2012-03-26 This comprehensive text brings together in one volume both consideration of the core methods available for undertaking qualitative data collection and analysis, and discussion of common challenges faced by all researchers in conducting qualitative research. *Qualitative Organizational Research: Core Methods and Common Challenges* contains 27 chapters, each written by an expert in the area. The first part of the volume considers common challenges in the design and execution of qualitative research, examining key contemporary debates in each area as well as providing practical advice for those undertaking organizational research. The second part of the volume looks at contemporary uses of core qualitative methods in organizational research, outlining each method and illustrating practical application through empirical examples. Written by internationally renowned experts in qualitative research methods, this text is an accessible and essential resource for students and researchers in the areas of organization studies, business and management research, and organizational psychology. Key features: • Coverage of all the key topics in qualitative research • Chapters written by experts drawing on their personal experiences of using methods • Introductory chapters outlining the context for qualitative research and the philosophies which underpin it Gillian Symon is Reader in Organizational Psychology at Birkbeck, University of London. Catherine Cassell is Professor of Organizational Psychology at Manchester Business School.

altheide qualitative document analysis: *Documentary Research* Gary McCulloch, 2004-04-30 This up to date examination of how to research and utilise documents analyses texts from the past and present, considering sources ranging from personal archives to online documents and including books, reports, official documents and printed media.

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Qualitative Methods W. James Potter, 1996 First Published in 1996. Routledge is an imprint of Taylor & Francis, an informa company.

altheide qualitative document analysis: Qualitative Research Practice Jane Ritchie, Jane Lewis, 2003-02-19 'An excellent introduction to the theoretical, methodological and practical issues of qualitative research... they deal with issues at all stages in a very direct, clear, systematic and practical manner and thus make the processes involved in qualitative research more transparent' - Nyhedsbrev 'This is a how to book on qualitative methods written by people who do qualitative research for a living.... It is likely to become the standard manual on all graduate and undergraduate courses on qualitative methods' - Professor Robert Walker, School of Sociology and Social Policy, University of Nottingham What exactly is qualitative research? What are the processes involved and what can it deliver as a mode of inquiry? Qualitative research is an exciting blend of scientific investigation and creative discovery. When properly executed, it can bring a unique understanding of people's lives which in turn can be used to deepen our understanding of society. It as a skilled craft used by practitioners and researchers in the 'real world'; this textbook illuminates the possibilities of qualitative research and presents a sequential overview of the process written by those active in the field. Qualitative Research Practice: - Leads the student or researcher through the entire process of qualitative research from beginning to end - moving through design, sampling, data collection, analysis and reporting. - Is written by practising researchers with extensive experience of conducting qualitative research in the arena of social and public policy - contains numerous case studies. - Contains plenty of pedagogical material including chapter summaries, explanation of key concepts, reflective points for seminar discussion and further reading in each chapter - Is structured and applicable for all courses in qualitative research, irrespective of field. Drawn heavily on courses run by the Qualitative Unit at the National Centre for Social Research, this textbook should be recommended reading for students new to qualitative research across the social sciences.

altheide qualitative document analysis: Handbook of Interview Research Jaber F. Gubrium, James A. Holstein, 2002 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.

altheide qualitative document analysis: Qualitative Research in Digital Environments Alessandro Caliendo, Alessandro Gandini, 2016-12-08 This book offers a toolkit of methods and technologies to undertake qualitative research on digital spaces. Unlike commonly used traditional methodological strategies, which are 'retrofitted' to digital spaces, Qualitative Research in Digital Environments offers researchers a set of 'digitally native' tools that are designed for online social environments. Thanks to a broad range of cases including Louis Vuitton, YouTube and the concept of 'hipsterism', this text illustrates the practical applications of techniques and tools over the most popular social media environments. This book will be a valuable guide to qualitative research for marketing students, researchers and practitioners, as well as a central reference point for tutors in the growing field of Digital Sociology.

altheide qualitative document analysis: Integrating Analyses in Mixed Methods Research Patricia Bazeley, 2017-09-25 Integrating Analyses in Mixed Methods Research goes beyond mixed methods research design and data collection, providing a pragmatic discussion of the challenges of effectively integrating data to facilitate a more comprehensive and rigorous level of analysis. Showcasing a range of strategies for integrating different sources and forms of data as well as different approaches in analysis, it helps you plan, conduct, and disseminate complex analyses with confidence. Key techniques include: Building an integrative framework Analysing sequential, complementary and comparative data Identifying patterns and contrasts in linked data Categorizing, counting, and blending mixed data Managing dissonance and divergence Transforming analysis into warranted assertions With clear steps that can be tailored to any project, this book is perfect for students and researchers undertaking their own mixed methods research.

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Willis, 2007-01-26 Willis catches the student up on relevant aspects of philosophy, empiricism, history, and prevailing political influences. This building of chronology is so valuable for students in understanding the origins of specific schools of thought in relations to a paradigm. —Heather T. Zeng, NACADA Foundations of Qualitative Research introduces key theoretical and epistemological concepts replete with historical and current real-world examples. Author Jerry W. Willis provides an invaluable resource to guide the critical and qualitative inquiry process written in an accessible and non-intimidating style that brings these otherwise difficult concepts to life. Key Features: Covers the conceptual foundations of interpretive, critical, and post-positivist paradigms: A thorough background of theory and social inquiry is given by looking at the development of each paradigm throughout history. Provides real-world examples: Cases illustrate different approaches to the same research problem so that students can better understand the contrasting features of these paradigms. Introduces seven qualitative research frameworks: In-depth coverage is provided on Altheide and Johnson's Analytic Realism; Denzin and Lincoln's Interpretive Perspective; Eisner's Connoisseurship Model of Inquiry; Semiotics; the Phenomenological Psychological Model; Poststructuralism and Postmodernism; and Symbolic Interactionism. Offers general guidelines for qualitative research: Conceptually covers the best practices, approaches to data analysis, and interpretation of qualitative research. Examines emergent methods in qualitative research: New research areas such as PAR, emancipatory research, and participatory design research are included, as well as exemplary journal articles to further illustrate how theory links to research practice. Intended Audience: This text is designed for advanced undergraduate and graduate students taking their first or second qualitative research methods course in the fields of Education, Psychology, and the Health and Social Sciences. It is also an excellent theory companion supplement to the more applied qualitative methods text.

altheide qualitative document analysis: The Application of Content Analysis in Nursing Science Research Helvi Kyngäs, Kristina Mikkonen, Maria Kääriäinen, 2019-10-31 This book provides principles on content analysis and its application into development of nursing theory. It offers clear guidance to students, lecturers and researchers to gain a deeper understanding of the method of content analysis, its implementation into their own research and criteria of trustworthiness evaluation. The book is written in user-friendly language with provided research examples and cases, and the content is illustrated by figures and tables. The authors offer their expertise in providing a well thought through explanation of content analysis in didactical style, which will enhance university education. The book includes highly experienced researchers who have published articles on content analysis and the trustworthiness of the method with more than 10 000 citations. Divided into two parts, this book explores the application of content analysis into nursing science. The first part presents the philosophical position of content analysis, inductive and deductive methods of using content analysis, trustworthiness of the method, and ethical consideration of using content analysis. The second part informs on the theory development based on content analysis, conceptualization of the concepts of content analysis into generation of items and instrument development, and statistical testing of a hypothetical model. The last chapter shows a new approach to using content analysis in systematic reviews and quality evaluation of methodology within systematic review process. The book is an essential tool for nursing science, providing instruction on key methodological elements in order to provide rigorously conducted empirical research for clinical practice and nursing education.

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