

# Contents

<b>Chapter 1</b>	<b>Getting Started</b>	<b>1</b>
	Quantitative vs. Qualitative Research	3
	The Development of Qualitative Research	5
	Conceptual Orientations	7
<b>Chapter 2</b>	<b>Doing Qualitative Research</b>	<b>13</b>
	The Ethics of Qualitative Research	16
	The Qualitative Research Process	18
	Choosing a Research Topic	18
	Crafting Research Questions	20
	Gathering and Analyzing Evidence	21
	Crafting a Research Report	22
<b>Chapter 3</b>	<b>Interviewing</b>	<b>26</b>
	Qualitative Interviews	28
	Ethical Considerations	29
	Using Qualitative Interviews	30
	Conceptualizing a Study	30
	Designing a Study	30
	Conducting Interviews	31
	Interviewing Techniques	34
	Transcribing Interviews	36

	Analyzing the Information	37
	Verifying Information	38
	Writing a Research Report	38
<b>Chapter 4</b>	<b>Focus Groups</b>	<b>59</b>
	The Development of Focus Groups	61
	Contemporary Focus Groups	62
	The Role of a Moderator	63
	Facilitators' Communication Strategies	64
	Recruiting Participants	67
	Dealing with Difficult Participants	69
	Ethical Considerations	70
	Focus Group Research	74
<b>Chapter 5</b>	<b>History</b>	<b>93</b>
	Traditional vs. Cultural History	94
	Media History	96
	The Method of History	98
	Collecting Historical Evidence	99
	Types of Historical Materials	100
	Evaluating Historical Evidence	101
	Ethical Considerations	104
	Research Using History	105
<b>Chapter 6</b>	<b>Oral History</b>	<b>124</b>
	Technique of Oral History	126
	Interview Strategies	128
	Learning to Listen	130
	The Editing Process	132
	Ethical Considerations	134
	Research Using Oral History Transcripts	134
<b>Chapter 7</b>	<b>Ethnography and Participant Observation</b>	<b>159</b>
	Thick Description	161
	Ethnography in Media Studies	161
	Participant Observation	163
	Going Native in <i>Avatar</i>	165
	Field Notes	167
	Reflexivity	169
	Analyzing and Interpreting Ethnographic Material	169

	Ethical Considerations	170
	Research Using Ethnography	171
<b>Chapter 8</b>	<b>Textual Analysis</b>	<b>192</b>
	What Is a Text?	193
	The Development of Textual Analysis	194
	The Influence of Semiotics	196
	Theory and Interpretation	197
	Encoding and Decoding	199
	Ideological Analysis	201
	Genre Analysis	203
	Rhetorical Analysis	205
	Ethical Considerations	206
	Research Using Textual Analysis	207
	<i>Acknowledgments</i>	232
	<i>Index</i>	233