

Brief Contents

Preface	xvii
Acknowledgments	xxi
About the Authors	xxiii
1. Introduction to Text: Qualitative Data Analysis	1
2. Choosing a Topic and Searching the Literature	17
3. Research Design I: Sampling	37
4. Research Design II: Collecting Data	63
5. Finding Themes	101
6. Codebooks and Coding	125
7. Introduction to Data Analysis	161
8. Conceptual Models	175
9. Comparing Attributes of Variables	199
10. Grounded Theory	219
11. Content Analysis	243
12. Schema Analysis	269
13. Narrative Analysis	285
14. Discourse Analysis II: Conversation and Performance	305
15. Analytic Induction and Qualitative Comparative Analysis	335
16. Ethnographic Decision Models	357

17. KWIC Analysis and Word Counts	377
18. Cultural Domain Analysis	403
19. Semantic Network Analysis	437
Appendix	461
References	467
Author Index	527
Subject Index	541

Detailed Contents

Preface	xvii
Acknowledgments	xxi
About the Authors	xxiii
1. Introduction to Text: Qualitative Data Analysis	1
Introduction: What Is Qualitative Data Analysis?	1
What Are Data and What Makes Them Qualitative?	4
About Numbers and Words	5
Research Goals	6
1. Exploration	7
2. Description	7
3. Comparison	8
4. Testing Models	8
Kinds of Qualitative Data	9
1. Physical Objects	10
2. Still Images	12
3. Sounds	12
4. Moving Images: Videos	13
5. Texts	13
Key Concepts in This Chapter	14
Summary	14
Further Reading	15
2. Choosing a Topic and Searching the Literature	17
Introduction	17
Exploratory and Confirmatory Research	18
Four Questions to Ask About Research Questions	19
1. Personal Interest	20
2. Empirical Versus Nonempirical Questions	20
3. Resources	21
4. Ethics of Social Research	23

The Role of Theory in Social Research	24
Alternative Paradigms for Building Theories	24
Choosing a Research Question	26
The Literature Search	31
Databases for Searching the Literature	32
Other Documentation Databases	32
Key Concepts in This Chapter	34
Summary	34
Exercises	35
Further Reading	36
3. Research Design I: Sampling	37
Introduction	37
Two Kinds of Samples	39
Sample Size in Probability Sampling	39
Sample Size in Nonprobability Sampling	41
Kinds of Nonprobability Samples	46
Quota Sampling	46
Purposive or Judgment Sampling	50
Convenience Sampling	52
Network Sampling: Snowball and Respondent-Driven Sampling	53
Theoretical Sampling	55
Key Informants	56
Key Concepts in This Chapter	59
Summary	60
Exercises	61
Further Reading	61
4. Research Design II: Collecting Data	63
Introduction	64
Data Collection Methods	64
Indirect Observation	65
Behavior Traces	65
Archival Data	66
Secondary Analysis	68
Direct Observation	70
Building Explicit Awareness	70
Continuous Monitoring	72
Spot Observation and Time Allocation Studies	73
Elicitation Methods	74
Unstructured Interviews: Informal and Ethnographic	74
Semistructured Interviews	76

Probing	77
Structured Interviews: Questionnaires, Surveys, and Response Effects	80
Accuracy	84
Reducing Errors: Jogging People's Memories	85
Eliciting Cultural Domains	86
Mixed Methods	86
Focus Groups	87
Participant Observation	88
Case Studies, Life Histories, and Case Histories	89
Ethnographic Decision Modeling	91
Choosing a Data Collection Strategy	91
Data Complexity	91
Data Distance	92
Key Concepts in This Chapter	94
Summary	94
Exercises	97
Further Reading	99
5. Finding Themes	101
Introduction	102
What's a Theme?	103
Where Do Themes Come From?	104
Eight Observational Techniques: Things to Look for	104
1. Repetitions	105
2. Indigenous Typologies or Categories	105
3. Metaphors and Analogies	106
4. Transitions	106
5. Similarities and Differences	107
6. Linguistic Connectors	108
7. Missing Data	110
8. Theory-Related Material	111
Four Manipulative Techniques: Ways to Process Texts	111
9. Cutting and Sorting	112
10. Word Lists and Key-Words-in-Context (KWIC)	113
11. Word Co-Occurrence	114
12. Metacoding	114
Selecting Among Techniques	115
1. Kind of Data	117
2. Skill	118
3. Labor	118
4. Number and Kinds of Themes	119
5. Reliability and Validity	119

And Finally . . .	120
Key Concepts in This Chapter	121
Summary	121
Exercises	122
Further Reading	123
6. Codebooks and Coding	125
Introduction	125
Three Kinds of Codes	126
Building Codebooks	128
The Evolution of Codebooks I	130
The Evolution of Codebooks II	130
Using Existing Codes	132
Codebooks Continue to Develop	134
Hierarchical Organization of Codebooks	135
Applying Theme Codes to Text	138
Examples of the Three Kinds of Codes	138
The Mechanics of Marking Text	139
Using Text Analysis Software	139
Multiple Coders	146
Training Coders	147
How Many Coders Are Enough?	147
The Content of Codebooks	149
Mnemonics	149
Short Descriptions and Detailed Descriptions	151
List of Inclusion and Exclusion Criteria	151
Typical and Atypical Examples	151
Describing Themes: Bloom's Study of AIDS	152
Finding Typical Segments of Text	152
Key Concepts in This Chapter	156
Summary	156
Exercises	158
Further Reading	159
7. Introduction to Data Analysis	161
Introduction: What Is Analysis?	161
The Constant Validity Check	162
Database Management	163
Using a Text Analysis Program	164
Data Matrices	164
Profile Matrices	165

Proximity Matrices	169
Visualization Methods—Seeing Patterns in Proximity Matrices	169
Key Concepts in This Chapter	173
Summary	173
Exercises	174
Further Reading	174
8. Conceptual Models	175
Introduction	175
Statistical Models and Text Analysis	176
Adding Weights to Directions	177
Conceptual Models in Qualitative Research	179
Building Models	181
Step 1: Identifying Key Concepts	181
Getting a Handle on Things	181
Step 2: Linking Key Constructs	182
Conditional Matrices	183
Actor Interaction Models	184
Process Models	185
Decision Models	186
Transition Models	188
Activity Models	188
Taxonomies	188
Mental Maps	191
Step 3: Testing the Model	192
Key Concepts in This Chapter	196
Summary	196
Exercises	197
Further Reading	198
9. Comparing Attributes of Variables	199
Introduction	199
Fundamental Features of Comparisons	200
Units of Analysis	202
Attributes	202
Univariate Analysis	203
Levels of Measurement	204
Nominal Variables	204
Ordinal Variables	205
Interval Variables	207
Converting Text to Variable Data	208

Levels of Aggregation	211
Pairwise Comparison	211
Within-Group Comparison	211
Cross-Group Comparison	211
Many Types of Comparisons	212
Comparing the Columns	213
And Finally . . .	214
Key Concepts in This Chapter	214
<i>Summary</i>	215
Exercises	217
Further Reading	217
10. Grounded Theory	219
Introduction: On Induction and Deduction	219
Overview of Grounded Theory	220
Where Do Grounded Theory Data Come From?	221
Changes in Grounded Theory Since 1967	223
1. Coding and Theorizing	225
2. Memoing and Theorizing	228
3. Building and Refining Theories	231
A GT Project: Schlau's Study of Adjustment to Becoming Deaf as an Adult	232
Visualizing Grounded Theories	235
Verifying the Model	237
Key Concepts in This Chapter	239
Summary	239
Exercises	241
Further Reading	241
11. Content Analysis	243
Introduction	243
History of Content Analysis	244
Doing Content Analysis	245
Cunningham's Study of Media Bias	246
Hirschman's Study of People as Products	251
Intercoder Reliability	256
Adjusting for Chance	257
How Much Intercoder Agreement Is Enough?	259
A Real Example of Using Kappa: Carey et al.'s Study	260
How Many Coders Are Enough?	261
Cross-Cultural Content Analysis: HRAF	261
Doing Cross-Cultural Text-Based Research	262
Automated Content Analysis: Content Dictionaries	263

Key Concepts in This Chapter	264
Summary	265
Exercises	267
Further Reading	268
12. Schema Analysis	269
Introduction	269
History of Schema Analysis	270
Mental Models	272
Universal, Individual, and Cultural Schemas	272
Kinds of Schemas	273
Methods for Studying Schemas	274
1. Experiments	274
2. Interviewing: Schemas From Text	275
3. Analyzing Metaphors	278
Folk Theories: Kempton's Study of Home Thermostats	279
Key Concepts in This Chapter	280
Summary	280
Exercises	282
Further Reading	283
13. Narrative Analysis	285
Introduction	285
Sociolinguistics	286
Rubinstein's Study of Women's Reaction to Their Mother's Death	287
Comparing Narratives: Bletzer and Koss's Study	288
Heritage Narratives	290
Bridger and Maines's Study of a Heritage Narrative	290
Mathews's Study of <i>La Llorona</i>	291
Hermeneutics	293
Herzfeld's Study of Greek Folk Songs	294
Fernández's Study of Sermons	295
Phenomenology	296
Steps in a Phenomenological Study	296
Step 2: Bracketing	297
Step 5: Selecting Quotes From Narratives	297
Garot's Study of Screeners for Subsidized Housing	298
Key Concepts in This Chapter	300
Summary	300
Exercises	303
Further Reading	303

14. Discourse Analysis II: Conversation and Performance	305
Introduction	305
Grammar Beyond the Sentence	306
Conversation Analysis	308
Transcriptions	309
Taking Turns	311
Adjacency Pairs	313
Taking Turns in a Jury	315
A Final Word About Conversation Analysis	316
Performance Analysis: Ethnopoetics	318
The Chinookan Texts	318
Finding Patterns in Performance	318
Staat's Study of Mathematics Discourse in the Classroom	319
Language in Use	321
Negrón's Study of Situational Ethnicity in New York	321
Dropping Hints and Doing Business	321
Critical Discourse Analysis: Language and Power	324
Gender and Discourse	325
Doctor–Patient Interaction	325
Coding Doctor–Patient Interactions	326
Key Concepts in This Chapter	329
Summary	330
Exercises	333
Further Reading	333
15. Analytic Induction and Qualitative Comparative Analysis	335
Introduction	335
Induction and Deduction—Again	336
The Induction Tradition	336
Analytic Induction	337
An Example: Cressey's Study of Embezzlers	339
Another Example: Manning's Study of Abortions	340
Zeoli et al.'s Study of Abused Women	341
Critique of Analytic Induction	343
Qualitative Comparative Analysis—QCA	344
Haworth-Hoepfner's Study of Eating Disorders	344
And Finally. . .	351
Key Concepts in This Chapter	351
Summary	351
Exercises	354
Further Reading	355

16. Ethnographic Decision Models	357
Introduction	357
How to Build EDMs	358
Step 1. Selecting a Behavioral Choice to Model, and Eliciting the Decision Criteria for Recycling	359
Step 2. Collecting Data for a Preliminary Model	359
Step 3. Building the Preliminary Model	363
Step 4. Testing the Model on an Independent Sample	366
Step 5. Assessing the Validity of Ethnographic Decision Models	369
Key Concepts in This Chapter	372
Summary	372
Exercises	374
Further Reading	375
17. KWIC Analysis and Word Counts	377
Introduction	377
KWIC—Key Word in Context	378
An Example of KWIC	378
Word Counts	381
Words and Matrices	382
Stop Lists	382
Results of Analyzing the Data in Figure 17.1	384
Personal Ads	387
Describing Children	391
Word Clouds	395
Elaborating the Analysis	397
Word Counts Are Only a Start	399
Key Concepts in This Chapter	399
Summary	400
Exercises	401
Further Reading	401
18. Cultural Domain Analysis	403
Introduction	403
What Are Cultural Domains?	404
CDA Is About Things	404
CDA Is Not About Preferences	405
Free Lists	405
Prompting	406
Plotting Free Lists	407
Selecting Items From a Free List for Further Study	409
Analyzing Free List Data	410