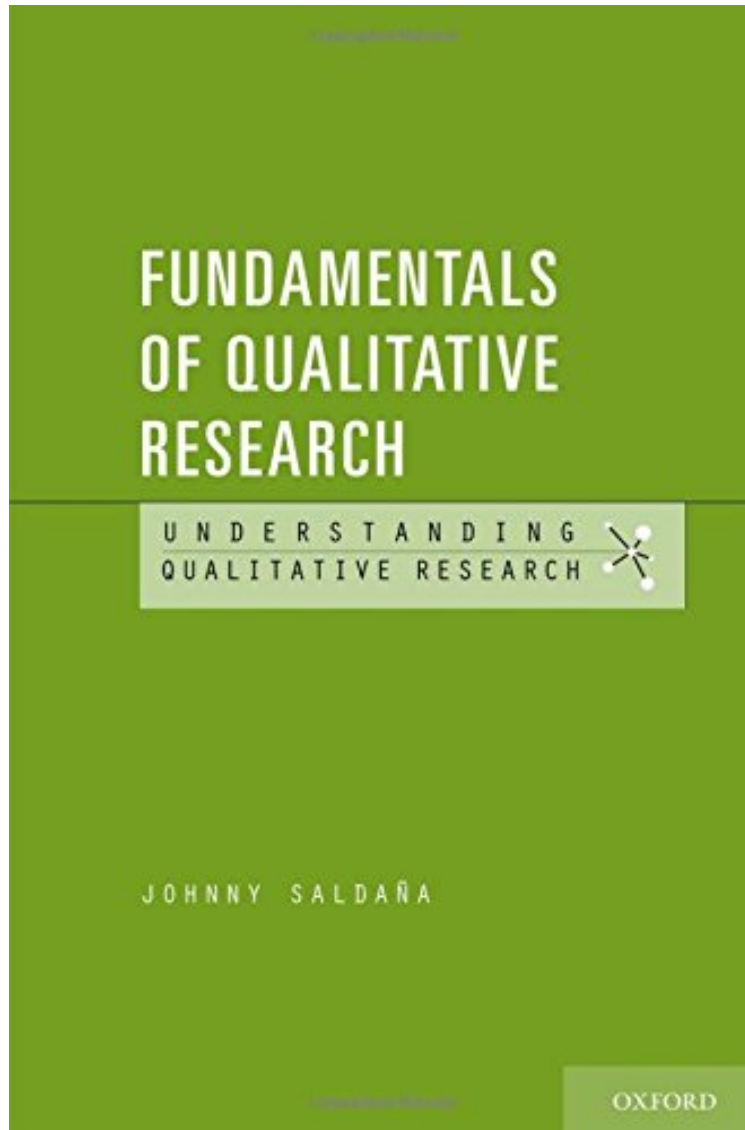


Fundamentals of Qualitative Research (Understanding Qualitative Research)

Johnny Saldana

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Johnny Saldana : Fundamentals of Qualitative Research (Understanding Qualitative Research) before purchasing it in order to gage whether or not it would be worth my time, and all praised Fundamentals of Qualitative Research (Understanding Qualitative Research):

0 of 0 people found the following review helpful. Fundamentals of Qualitative Research is 'Qualitative Research made simple'By Duncan G. HundaInitially before reading the book, qualitative research to me sounded opaque but after

going through the text book, now I even prefer qualitative to quantitative research. The flow of the topics is very good and there is clear demonstration of issues covered. It is written in such a simple flowing language which demystifies qualitative research. It is good for all those keen on undertaking research at advanced levels since apart from being written in a simple language it has covered the technical aspects quite well. 1 of 1 people found the following review helpful. super useful and easy to read! By Hillary Andrelchik This is a great book- unlike many other books on the subject this one is easy to read, has clear information, and up to date citations. Its a great starting point for the major ideas of qualitative research- useful even for those who already have a good handle on the topic. 0 of 0 people found the following review helpful. easy to understand! By Gwen Cooper It is an easy to understand book, written in a way so as not to bog the reader down with a bunch of other brany things that just make the point get lost in all of the words.

Fundamentals of Qualitative Research approaches qualitative inquiry as a strategically selected composite of genres, elements, and styles. Saldaa, author of the bestselling book, *The Coding Manual for Qualitative Researchers*, brings clear writing and explanatory prowess to this new textbook for learning the fundamentals of qualitative research methods. This book presents a concise yet rigorous description of how to design and conduct fieldwork projects and how to examine data in multiple ways for interpretive insight. Saldaa, a master teacher and qualitative data analyst, acquaints readers with the major genres of qualitative research available and the elements of interviewing, participant observation, and other data collection methods to inform emergent research design decisions. An extended chapter on qualitative data analysis is one of the book's unique features. Saldaa devotes necessary coverage to conceptual foundations, coding, analytic memo writing, thematic analysis, assertion development, grounded theory, narrative and poetic inquiry, and ethnodramatic approaches to the data. Eight distinctive styles of qualitative writing are presented. The book concludes with a list of recommended readings in the field, as well as additional resources on organizations and associations dedicated to qualitative research. *Fundamentals of Qualitative Research* is an ideal introduction for advanced undergraduate and graduate students in education, sociology, psychology, anthropology, human communication, and health care.

About the Author Johnny Saldaa is a Professor of Theatre at Arizona State University, where he has taught since 1981. He has been involved in the field of education as a teacher, drama specialist, and researcher. His research methods in longitudinal qualitative inquiry, ethnodrama, and coding have been applied and cited by researchers internationally to explore diverse social topics ranging from human development to health care.