Qualitative research methods usually refer to studies that are somewhat subjective, but nevertheless in-depth, using a probing, open-ended and free response format. A quantitative research method usually refers to studies that are highly objective not projectable, using close-ended forced-choice questionnaires. These studies tend to rely heavily on statistics and numerical measures.

When communication researchers consider doing qualitative studies, the data collection methodologies and techniques that usually pop quickly into mind are field observations, focus groups, ethnography, case study. This book is the only guide dedicated to qualitative research methods in communication. It introduces readers to every step of the qualitative research process, from developing research topics and questions, through writing a final report. In addition to covering the theories and methods currently used in qualitative communication research, the authors also discuss important trends influencing the future of that research. Read moreRead less. Women's History Month. Qualitative Research Methods Books. Exact Match. Any Pages 1-24 25-50 51-100 100+. , and Mixed Methods Research Design: Qualitative, Quantitative, and Mixed Methods Approach Qualitative Data Analysis: A Methods Sourcebook. 341 PagesÂ·2014Â·9.71 MBÂ·19,827 DownloadsÂ·New! The Third Edition of Miles & Hubermanâ€™s classic research methods text is updated and streamlined Qualitative Research: An Introduction to Methods and Designs. 558 PagesÂ·2011Â·3.32 MBÂ·8,021 DownloadsÂ·New! and methods for conducting qualitative research focusing on how they are applied when conducting a handbook of qualitative research methods in entrepreneurship. 516 PagesÂ·2006Â·1.63 MBÂ·7,038 Down! This book is the only guide dedicated to qualitative research methods in communication. It introduces readers to every step of the qualitative research process, from developing research topics and questions, through writing a final report. In addition to covering the theories and methods currently used in qualitative communication research, the authors also discuss important trends influencing the future of that research. Product Identifiers. Publisher.