

Book Review

Title : The Landscape of Qualitative Research (3 rd Edition)

Editor : Norman K. Dezin and Yvonna S. Lincoln

Publisher : Sage Publications, Inc, New Delhi

Reviewer : Abhinav Varshney*

Research is one of the significant activities in the realm of education. So far the focus of most of the researches was quantitative, which just rely on quantities or numbers. But , now this focus is taking a paradigm shift. The reason being the fact that quantitative methods can tell, for example , the mean or median age of viewers of a particular TV serial, but it can't tell you why they watch it or what it means. Answer to such questions are now attended by qualitative researches. Qualitative research seeks out the 'why', not the 'how' of its topic through the analysis of unstructured information collected through tools and techniques like interview transcripts, open ended survey responses, emails, notes, feedback forms, photos and videos. It doesn't just rely on statistics or numbers, which are the domain of quantitative researchers. Qualitative research is used to gain insight into people's attitudes, behaviours, value systems, concerns, motivations, aspirations, culture or lifestyles. It's used to inform business decisions, policy formation, communication and research. Focus groups, in-depth interviews, content analysis, ethnography, evaluation and semiotics are among the many formal approaches that are used, but qualitative research also involves the analysis of any unstructured material, including customer feedback forms, reports or media clips.

The book "The Landscape of Qualitative Research" edited by Norman K. Dezin and Yvonna S. Lincoln is a valuable attempt to throw light in the area of qualitative research. The present third Edition of the book moves qualitative research boldly into the 21st century. The whole book is divided in to three parts as below:

Part I : Locating the field

Part II : Paradigms and Perspectives in contentions

Part iii : The future of Qualitative Research

The book in all is collection of 16 chapters written by the eminent personalities of the field like Egon G Guba and Douglas R Holms. The collection of essays by leading qualitative researchers and theoreticians defends qualitative research as an acceptable scientific paradigm - indeed, one more suited to explanation than narrowly defined "science" itself. Each chapter of the edited volume is complete in itself and functions as a thorough bibliography of the area under consideration. The text of the book is unique. It takes a look at the field of qualitative research and naturalistic inquiry from a broadly philosophical perspective and competing paradigms. In our quantitative technocratic society such a approach is really needed. The book succeeds - in providing an answer to a question. What is qualitative research? The authors of various chapters are successful in establishing the fact that qualitative research seeks to provide a more complex and rich description of human behaviour than traditional quantitative research, with its emphasis on "verifiable" numbers and statistics.

It is the believed that the third edition of the book could and would be valuable or solidifying, interpreting and organising the field of qualitative research despite the essential differences that characterise it. The book is a good piece of material for anyone teaching, or wishing to better understand, qualitative research. It is an essential text for any scholar interested in the art, science, and practice of qualitative research, as well as a critical resource for all academic and public libraries

Introduction : the discipline and practice of qualitative research / Norman K. Denzin and Yvonna S. Lincoln -- Qualitative methods : their history in sociology and anthropology / Arthur J. Vidich and Stanford M. Lyman -- Reconstructing the relationships between universities and society through action research / Davydd J. Greenwood and Morten Levin -- For whom? : qualitative research, representations, and social responsibilities / Michelle Fine [et.Å] - Ethics and politics in qualitative research / Clifford G. Christians -- Paradigmatic controversies, contradictions, and emerging Qualitative research is based on the disciplines of social sciences like psychology, sociology, and anthropology. Therefore, the qualitative research methods allow for in-depth and further probing and questioning of respondents based on their responses, where the interviewer/researcher also tries to understand their motivation and feelings. Understanding how your audience takes decisions can help derive conclusions in market research. Types of qualitative research methods with examples. Qualitative research methods are designed in a manner that help reveal the behavior and perception of a targ For this week's reading, we read "The Landscape of Qualitative Research---Feminisms and Qualitative Research at and into the Millennium" by Virginia L. Olesen. The author started out by introducing that feminist qualitative research is diverse, active and challenging to the professions, supporters and the judges. This type of research is changeful and emergent. The works done by the feminists help create a base for other researches, movements and guidelines that help exceed and convert. Feminisms involves various fictitious and functional directions. In order to give the readers a better backg