

## Book Review

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

**Editor** : Norman K. Dezin and Yvonna S. Lincoln

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**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

Qualitative research stems from the naturalistic paradigm. In this article, six of the most common qualitative research designs are discussed: phenomenology, grounded theory, ethnography, historical research, narrative analysis, and meta-synthesis. Some of these research designs are illustrated by concrete examples from the author's research program on postpartum mood and anxiety disorders, and others are examples from published studies in perioperative nursing. The article ends with a discussion of criteria to assess the rigor of qualitative research. This chapter also addresses the special challenges facing medical researchers when designing experiments to understand subjective human responses to caring—either from animals, from other humans, or from one's self. Qualitative research can change on the fly, based on reactions and responses by the participants as they come in. As a research session continues, researchers can ask respondents why certain products appeal to them more than others, giving the company a more grounded understanding of their customers' opinions of their products. Example. During a research session for an upcoming movie, data pouring in shows that respondents have fairly neutral feelings towards Ending A and Ending B. A good qualitative researcher can alter the survey instantly, asking participants to elaborate on what aspects of The Landscape of Qualitative Research, Fourth Edition is Volume I of the three-volume paperback editions of The SAGE Handbook of Qualitative Research, Fourth Edition. This contents include full chapters from "Part I: Locating the Field," "Part II: Paradigms and Perspectives in Contention," and "Part VI: the Future of Qualitative Research" from the complete handbook. The Landscape of Qualitative Research, Fourth Edition aims to put the field of qualitative research in context. It offers background on the field, starting with history, then action research and the academy, and the politics and et Qualitative research, in a variety of forms, has been advocated and discussed in an ever-increasing number of publications. From its bases in such disciplines as anthropology and sociology, qualitative research has become prominent in many disciplinary contexts" (ATKINSON, 2005, par.1). [ 7 ]. This approach has the advantage that the landscape can be mapped according to major "thematic landmarks" which emerge throughout the evolution of a scientific field. In other and more metaphorical words: we gain orientation by looking at the "geological and topographical" maps of intercultural communication research instead of looking at the "political map" of constructed and imagined disciplinary territories. The Landscape of Qualitat has been added to your Cart. Add to Cart. Buy Now. In a nutshell, qualitative research seeks to provide a more complex and rich description of human behavior than traditional quantitative research, with its emphasis on "verifiable" numbers and statistics. As one researcher has said, "Quantitative methods can tell you the median age of people who watch Star Trek, but it can't tell you why they watch it or what it means." This 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.