
Description:

THE NEW EDITION OF THE REAL-WORLD GUIDE TO CONDUCTING RIGOROUS QUALITATIVE RESEARCH

The revised and updated second edition of Qualitative Methods in Public Health: A Field Guide for Applied Research offers faculty, practitioners, and students a comprehensive handbook to conducting effective qualitative research in the public health arena.

The text contains thorough reviews and accessible explanations of the rationale and workflow of the qualitative approaches presented. Step-by-step, the authors give clear-cut instructions on every phase of the research process including: focusing on a theory, study design, data collection, analysis, interpretation, writing, and dissemination.

New to the second edition is a wealth of examples and applications from global health experts, cases specifically illustrating study design, web and mobile technologies, ideas for the mixing of methods, and recent innovations in dissemination. In addition, each chapter offers pedagogical tools to enrich teaching and learning.

Qualitative Methods in Public Health, Second Edition presents:

- Guidelines for creating powerful qualitative studies and collecting the appropriate data
- Examples that show how to accurately transform data into words
- Lessons for merging qualitative and quantitative data that tell the whole story
- Ideas for mastering the logistics of consent, interviews, focus groups, and more

Filled with practical strategies and approaches for employing qualitative research, the second edition of Qualitative Methods in Public Health is a must-have resource.

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