4<sub>th</sub>

Introduction to

# Qualitative Research Methods

A Guidebook and Resource

Steven J. Taylor Robert Bogdan Marjorie L. DeVault

WILEY

### Introduction to Qualitative Research Methods

# Introduction to Qualitative Research Methods

A GUIDEBOOK AND RESOURCE

#### FOURTH EDITION

Steven J. Taylor Robert Bogdan Marjorie L. DeVault

WILEY

This book is printed on acid-free paper.

Copyright © 2016 by John Wiley & Sons, Inc. All rights reserved.

Published by John Wiley & Sons, Inc., Hoboken, New Jersey. Published simultaneously in Canada.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, Inc., 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600, or on the web at www.copyright.com. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering professional services. If legal, accounting, medical, psychological or any other expert assistance is required, the services of a competent professional person should be sought.

Designations used by companies to distinguish their products are often claimed as trademarks. In all instances where John Wiley & Sons, Inc. is aware of a claim, the product names appear in initial capital or all capital letters. Readers, however, should contact the appropriate companies for more complete information regarding trademarks and registration.

For general information on our other products and services please contact our Customer Care Department within the United States at (800) 762-2974, outside the United States at (317) 572-3993 or fax (317) 572-4002.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at http://booksupport.wiley.com. For more information about Wiley products, visit www.wiley.com.

#### Library of Congress Cataloging-in-Publication Data

Taylor, Steven J., 1949-

Introduction to qualitative research methods: a guidebook and resource / Steven J. Taylor, Robert Bogdan, Marjorie L. DeVault.—4th edition.

pages cm

Includes bibliographical references and index.

ISBN 978-1-118-76721-4 (cloth) - ISBN 978-1-118-767306 (epdf) - ISBN 978-1-118-76729-0 (epub)

 $1.\ Social\ sciences-Research-Methodology.\ 2.\ Sociology-Research-Methodology.\ 3.\ Qualitative\ research.$ 

I. Bogdan, Robert. II. DeVault, Marjorie L., 1950 - III. Title.

H61.T385 2016

001.4'2-dc23

2015013787

Cover design: Wiley

Cover image: @iStock/urbancow

Printed in the United States of America

10987654321

During the revision of this book, Steven J. Taylor was diagnosed with terminal cancer. He continued to contribute to and guide this edition of Introduction to Qualitative Research Methods to the end. We dedicate this book to him and his legacy.

-Robert Bogdan and Marjorie L. DeVault

## Contents

Acknowledgments	Xi
PART ONE:	
Among the People: How to Conduct	
Qualitative Research	1
Chapter 1	
Introduction: Go to the People	3
A Note on the History of Qualitative Methods	4
Qualitative Methodology	7
Theory and Methodology	11
Notes	28
Chapter 2	
Research Design and Pre-Fieldwork	29
Research Design	29
Selecting Settings	32
Obtaining Institutional Review Board Approval	34
Writing Proposals	40
Access to Organizations	44
Access to Public and Quasi-Public Settings	46
Access to Private Settings	47
What Do You Tell Gatekeepers and Informants?	49
Collecting Data About Obtaining Access	51
Covert Research	51

Chapter 3
Participant Observation: In the Field
Entering the Field
Negotiating Your Role
Establishing Rapport
Participation
Key Informants
Difficult Field Relations 66
Forming Relationships
Field Tactics
Asking Questions
Learning the Language
Field Notes
Boundaries of a Study
Leaving the Field
Triangulation
Ethics in the Field
Chapter 4
In-Depth Interviewing
The Qualitative Interview
Types of Interview Studies
Choosing to Interview
Selecting Informants
Approaching Informants
Understanding the Interview in Context
Managing the Interview Situation
Getting People to Talk About What Is Important to Them . 118
The Interview Guide
Probing
Cross-Checks
Relations With Informants
Recording Interviews
Group Interviews
The Interviewer's Journal
Note
Chapter 5
Montage: Discovering Methods
Disrupting the "Commonsense World of Everyday Life":
Harold Garfinkel 138