

Doing Interview-Based Qualitative Research

For many students, the experience of learning about and using qualitative methods can be bewildering. This book is an accessible step-by-step guide to conducting interview-based qualitative research projects. The authors discuss the “hows” and “whys” of qualitative research, showing readers the practices as well as the principles behind them. The book first describes how to formulate research questions suited to qualitative inquiry. It then discusses in detail how to select and invite research participants into a study and how to design and carry out good interviews. It next presents several ways to analyze interviews and provides readers with many worked examples of analyses. It also discusses how to synthesize findings and how to present them. *Doing Interview-Based Qualitative Research* equips readers in disciplines such as psychology, sociology, education, counseling, nursing, and public health with the knowledge and skills necessary to embark on their own projects.

Eva Magnusson is Professor Emerita of Psychology and Gender Studies at Umeå University in Sweden.

Jeanne Marecek is William R. Kenan Professor Emerita of Psychology at Swarthmore College in the USA.

Their book *Gender and Culture in Psychology: Theories and Practices* was published by Cambridge University Press in 2012.

Cambridge University Press

978-1-107-06233-7 - Doing Interview-Based Qualitative Research: A Learner's Guide

Eva Magnusson and Jeanne Marecek

Frontmatter

[More information](#)

Cambridge University Press

978-1-107-06233-7 - Doing Interview-Based Qualitative Research: A Learner's Guide

Eva Magnusson and Jeanne Marecek

Frontmatter

[More information](#)

Doing Interview-Based Qualitative Research

A Learner's Guide

EVA MAGNUSSON AND JEANNE MARECEK

Umeå University and Swarthmore College



CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press
978-1-107-06233-7 - Doing Interview-Based Qualitative Research: A Learner's Guide
Eva Magnusson and Jeanne Marecek
Frontmatter
[More information](#)

CAMBRIDGE
UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning and research at the highest international levels of excellence.

www.cambridge.org

Information on this title: www.cambridge.org/9781107674707

© Eva Magnusson and Jeanne Marecek 2015

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

Printed in the United Kingdom by TJ International Ltd. Padstow Cornwall

A catalogue record for this publication is available from the British Library

Library of Congress Cataloguing in Publication data

Magnusson, Eva, 1947–

Doing interview-based qualitative research : a learner's guide / Eva Magnusson, Jeanne Marecek.

pages cm

ISBN 978-1-107-67470-7 (paperback)

1. Qualitative research. 2. Social sciences – Research. I. Marecek, Jeanne, 1946– II. Title.

H62.M23576 2015

001.4'2–dc23

2015016411

ISBN 978-1-107-06233-7 Hardback

ISBN 978-1-107-67470-7 Paperback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.

Contents

1	Introduction	1
2	Some examples of interpretative research	10
3	Planning and beginning an interpretative research project	27
4	Making decisions about participants	34
5	Designing the interview guide	46
6	Doing the interview	58
7	Preparing for analysis	73
8	Finding meanings in people's talk	83
9	Analyzing stories in interviews	102
10	Analyzing talk-as-action	123
11	Analyzing for implicit cultural meanings	142
12	Reporting your project	166
	Epilogue	178
	<i>References</i>	182
	<i>Index</i>	187