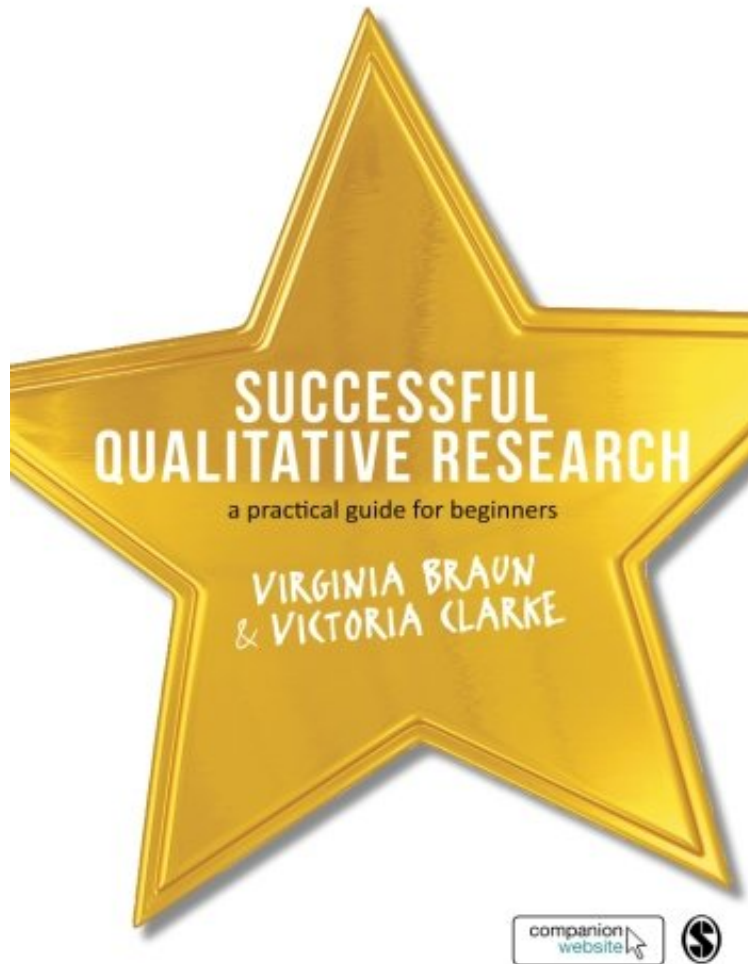


Successful Qualitative Research: A Practical Guide for Beginners

Virginia Braun, Victoria Clarke

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Shortlisted for the BPS Book Award 2014 in the Textbook Category *Winner of the 2014 Distinguished Publication Award (DPA) from the Association for Women in Psychology (AWP)* Successful Qualitative Research: A Practical Guide for Beginners is an accessible, practical textbook. It sidesteps detailed theoretical discussion in favor of providing a comprehensive overview of strategic tips and skills for starting and completing successful qualitative research. Uniquely, the authors provide a "patterns framework" to qualitative data analysis in this book, also known as "thematic analysis." The authors walk you through a basic thematic approach, and compare and contrast this with other approaches. This discussion of commonalities, explaining why and when each method should be used, and in the context of looking at patterns, will provide you with complete confidence for your qualitative research journey. This textbook will be an essential textbook for undergraduates and postgraduates taking a course in qualitative research or using qualitative approaches in a research project. Electronic Inspection Copy available for instructors here.

'This practical guide refreshingly demystifies the qualitative research process, relentlessly pushing an agenda for uncomplicated but high standards across the board and generously enabling anyone, no matter how inexperienced, to get on with it and do it well. It is the kind of guide that not only says how to do it but that actually shows how to do it, with a myriad of real, reproduced examples, extremely useful tables, boxes, chapter summaries, questions for discussion, exercises and lists of resources including references to a companion website with even more guidance and examples.'--Edith Steffen (11/18/2013)'Like water wings for the qualitative research beginner, Successful Qualitative Research: A Practical Guide for Beginners gracefully supports methodological novices until they learn to swim elegantly, on their own, in qualitative waters... As a teacher, researcher or a student, you will want to thank the gifted methodologists Braun and Clarke for making it all seem so easy' Michelle FineThe City University of New York, NY, USA 'This is an admirably useful textbook that provides an uncommonly accessible, practical, and absorbing introduction for beginners to qualitative research' Eva Magnusson Umea University, UMEA, Sweden 'A clear, engaging and intelligent qualitative research guide which will greatly appeal to students new to this area. 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This book will be an essential read for anyone contemplating a qualitative research project' Guy Faulkner University of Toronto Like water wings for the qualitative research beginner, Successful Qualitative Research: A Practical Guide for Beginners gracefully supports methodological novices until they learn to swim elegantly, on their own, in qualitative waters As a teacher, researcher or a student, you will want to thank the gifted methodologists Braun and Clarke for making it all seem so easy Michelle FineThe City University of New York, NY, USA This is an admirably useful textbook that provides an uncommonly accessible, practical, and absorbing introduction for beginners to qualitative research Eva Magnusson Ume University, UME, Sweden A clear, engaging and intelligent qualitative research guide which will greatly appeal to students new to this area. The authors should be commended for their lively style and attention to often hidden processes and practices involved in successful qualitative research Brendan Gough Leeds Metropolitan University This book provides an excellent introduction to qualitative research, combining in-depth explanation of the distinctive nature and goals of qualitative research methods with practical tips and helpful examples for beginners Lucy Yardley University of Southampton Virginia Braun and Victoria Clarke present a clear and comprehensive road map for executing a successful qualitative study. They do so in a very engaging way that really brings the process to life for the reader. This book will be an essential read for anyone contemplating a qualitative research project Guy Faulkner University of TorontoThis practical guide refreshingly demystifies the qualitative research process, relentlessly pushing an agenda for uncomplicated but high standards across the board and generously enabling anyone, no matter how inexperienced, to get on with it and do it well. It is the kind of guide that not only says how to do it but that actually shows how to do it, with a myriad of real, reproduced examples, extremely useful tables, boxes, chapter summaries, questions for discussion, exercises and lists of resources including references to a companion website with even more guidance and examples. (Edith Steffen 2013-11-18)About the AuthorVirginia Braun is an Associate Professor in the School of Psychology at The University of Auckland, Auckland, Aotearoa/New Zealand. She is a feminist and critical psychologist whose research explores the intersecting areas of gender, bodies, sex//sexuality and health. She has worked on projects related to heterosex, sexual health, cervical cancer prevention policy, sexuality and higher education, womens genital meanings and experiences, and female genital cosmetic surgery, and is current involved in a Marsden-funded project related to pornography (with Nicola Gavey Linda Tyler; University of Auckland). She is also interested in the intersections between academic work and activism, and is involved in The New View Campaigns work around female genital cosmetic surgery. She has an ongoing interest in qualitative

research and, with Victoria Clarke, developed a theoretically-flexible approach to thematic analysis. She is currently editor (with Nicola Gavey) of the journal *Feminism Psychology* (Sage, UK). Victoria Clarke is an Associate Professor in Sexuality Studies in the Department of Psychology at the University of the West of England, Bristol. Her research has focused on lesbian and gay parenting, same-sex and heterosexual relationships, sexual practices, sexualities and appearance, sexualities and higher education, and qualitative research methods. She has conducted ESRC and British Academy funded research on same-sex relationships and civil partnership. Her books include *Out in Psychology: Lesbian, gay, bisexual, trans and queer perspectives* (Wiley) with Elizabeth Peel, and *LGBTQ Psychology: An introduction* (Cambridge University Press), with Sonja Ellis, Elizabeth Peel and Damien Riggs. She has developed a theoretically flexible approach to thematic analysis with Virginia Braun. Her current research interests include visible differences/disfigurements and the story completion method.