

The Long Interview (Qualitative Research Methods)

By Grant McCracken



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The Long Interview provides a systematic guide to the theory and methods of the long qualitative interview or intensive interviewing. It gives a clear explanation of one of the most powerful tools of the qualitative researcher. The volume begins with a general overview of the character and purpose of qualitative inquiry and a review of key issues. The author outlines the four steps of the long qualitative interview and how to judge quality. He then offers practical advice for those who commission and administer this research, including sample questionnaires and budgets to help readers design their own. The author introduces key theoretical and methodological issues, various research strategies, and a simple four-stage model of inquiry, from the design of an open-ended questionnaire to the write up of results.

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Editorial Review

Review

"Continue[s] the high quality of previously published volumes in the SAGE series on qualitative research methods. Grant McCracken shows how the long interview can be devised in order to understand respondents in their own terms, the use of prompts to follow-up questions being a particularly important feature. The analysis and writing up of such information is examined in considerable detail and will be of interest to students who are often baffled by qualitative data." (Contemporary Sociology)

"Grant McCracken provides one of the finest bibliographies on the qualitative-quantitative debate that I have ever seen...This selective bibliography alone would be worth the price of the book...McCracken [has a] pleasant writing style, which is balanced, graceful, and witty." (Journal of Marketing Research)

Users Review

From reader reviews:

Allan Nguyen:

Reading can called imagination hangout, why? Because when you find yourself reading a book particularly book entitled The Long Interview (Qualitative Research Methods) your brain will drift away trough every dimension, wandering in each aspect that maybe mysterious for but surely will end up your mind friends. Imaging every word written in a guide then become one type conclusion and explanation that maybe you never get before. The The Long Interview (Qualitative Research Methods) giving you a different experience more than blown away your head but also giving you useful details for your better life with this era. So now let us show you the relaxing pattern the following is your body and mind are going to be pleased when you are finished studying it, like winning a. Do you want to try this extraordinary investing spare time activity?

Alma Saunders:

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Marco Roy:

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Anthony Vice:

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