

CHAPTER 9

Field Research and In-Depth Interviews: Systematic People Watching and Listening

Learning Objectives

1. Describe the six general features of qualitative research.
2. Explain variations in qualitative research with respect to how observations and interviews are conducted.
3. Describe the steps in the process of planning and conducting field research and apply them to a research topic.
4. Describe the steps in the process of planning and conducting in-depth interviews and apply them to a research topic.
5. Evaluate qualitative research, identifying its strengths and weaknesses.