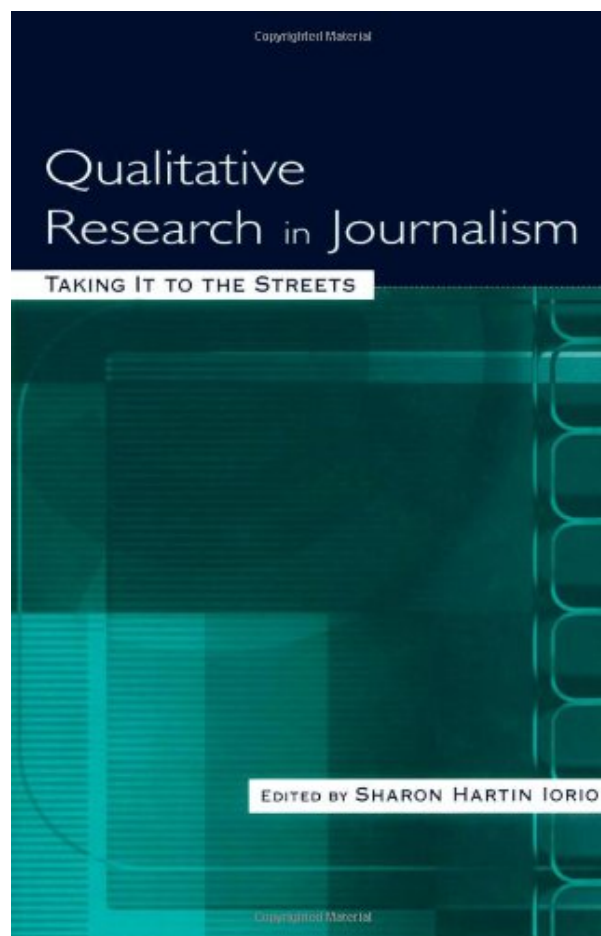


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Written in a straightforward, reader-friendly style, features in this volume include:

- \*real-world examples from contemporary newsrooms and interviews with practicing journalists who use the techniques of qualitative research in reporting;
- \*a rationale for the use of qualitative methods in journalism, with an illustration of how various qualitative methods tie together;
- \*step-by-step instructions for applying each methodology;
- \*a solid foundation for understanding the history and theory behind qualitative research and its usefulness in journalism;
- \*chapters on pairing qualitative and quantitative methods in journalism and on detailing partnerships between academics and professional journalists to facilitate newsroom research and reporting; and
- \*a discussion of "objectivity" in qualitative research and in journalism that offers an ethic for journalists of today.

The methodologies covered here include oral and life histories, textual analysis, focused interviews, ethnographies, focus groups, and case studies. In addition, a recently developed technique, civic mapping, is presented as a qualitative tool for reporting.

Qualitative Research in Journalism is an indispensable resource for current and future journalists interested in enhancing their coverage of the news.

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