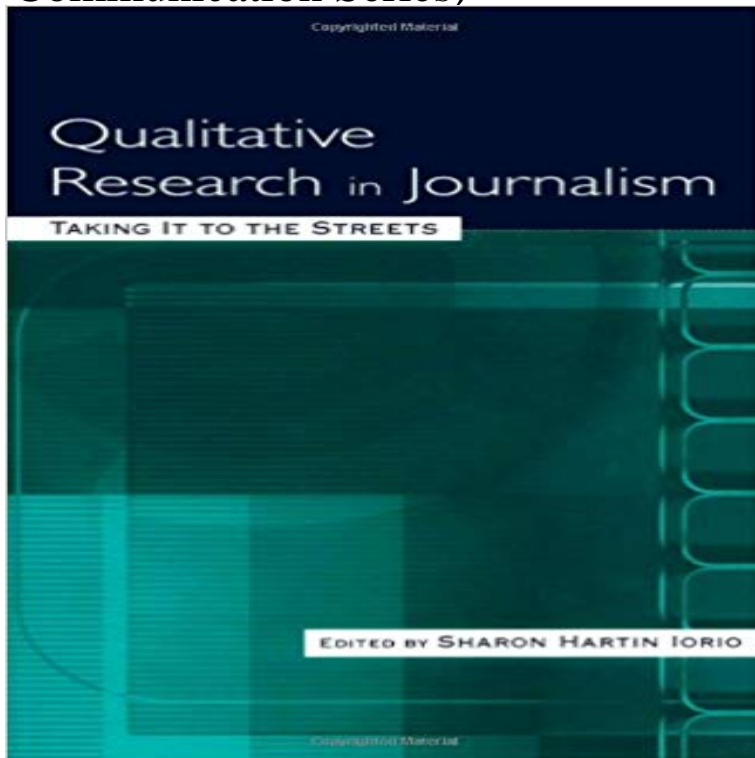


## Qualitative Research in Journalism: Taking It to the Streets (Routledge Communication Series)



This volume highlights the integration of qualitative research methods into traditional journalism, offering new ways of expanding and enhancing news coverage. Designed for readers without prior experience in social science research, this collection presents a wide variety of qualitative techniques and their applications in journalistic practice. The work brings together contributions from professional journalists and journalism scholars who are highly experienced in conducting qualitative research. These experts demonstrate how valid, reliable qualitative procedures can be used to increase coverage and offer new insights. 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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