


# Analyzing Qualitative Data: Systematic Approaches


By H. Russell Bernard, Amber Y. Wutich, Gery W. Ryan



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The fully updated **Second Edition** of **Analyzing Qualitative Data: Systematic Approaches** by H. Russell Bernard, Amber Wutich, and Gery W. Ryan presents systematic methods for analyzing qualitative data with clear and easy-to-understand steps. The first half is an overview of the basics, from choosing a topic to collecting data, and coding to finding themes, while the second half covers different methods of analysis, including grounded theory, content analysis, analytic induction, semantic network analysis, ethnographic decision modeling, and more. Real examples drawn from social science and health literature along with carefully crafted, hands-on exercises at the end of each chapter allow readers to master key techniques and apply them to their own disciplines.

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**Analyzing Qualitative Data: Systematic Approaches** By H. Russell Bernard, Amber Y. Wutich, Gery W. Ryan **Bibliography**

- Rank: #93928 in Books
- Brand: Sage Publications Inc
- Published on: 2016-07-29
- Original language: English
- Number of items: 1
- Dimensions: 9.50" h x 7.50" w x 1.00" l,
- Binding: Paperback
- 576 pages

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"This book is well suited for a novice in qualitative research, as the chapters are written in a clear and simple style. Those who are more experienced in qualitative research could include this in their collection because it is comprehensive and replete with examples from studies that illustrate the content."--Shelley Victor "The Qualitative Report" (06/03/2010)

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#### About the Author

H. Russell Bernard is Professor of Anthropology, Emeritus at the University of Florida. He served as editor of the *American Anthropologist* and *Human Organization*. He is co-founder (with Pertti Pelto and Stephen Borgatti) of the *Cultural Anthropology Methods* journal (1989), which became *Field Methods* in 1999. The five editions of his methods text *Research Methods in Anthropology* (AltaMira 2006) and his general research methods text *Social Research Methods* (Sage 2012), have been used by tens of thousands of students. Bernard co-founded (with Pelto) and co-directed (with Pelto and Borgatti) the National Science Foundation's Institute on Research Methods in Cultural Anthropology and has done fieldwork in Greece, Mexico, and the U.S.A. His publications include (with Jesús Salinas Pedraza) *Native Ethnography: A Otomí Indian Describes His Culture* (Sage, 1989). Bernard is known as well for his work, with Peter Killworth, Eugene Johnsen, Christopher McCarty, and Gene A. Shelley, on network analysis, including work on the network scale-up method for estimating hard-to-count populations. In 2010, Bernard was elected to the National Academy of Sciences.

Gery Ryan (Ph. D., University of Florida, 1995) is a Senior Behavioral Scientist at the RAND Corporation and Assistant Dean for Academic Affairs at the Pardee RAND Graduate School in Policy Analysis. Ryan's research focuses on social factors in mental and physical health, and includes studies on HIV/AIDS, depression, serious mental illness, childhood diarrhea and acute respiratory illnesses, obesity and complementary and alternative medicine. He has worked extensively in Latin America and Africa on health-related issues and helped redesign and implement a large-scale education reform in Qatar. As a methodologist, Ryan has published widely on the application of systematic methods to qualitative research. Over the last 20 years, he has run workshops sponsored by NSF, NIH, CDC and WHO on qualitative research methods and has taught these methods at UCLA, Pardee RAND, and the University of Missouri.

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