



Analyzing Qualitative Data: Systematic Approaches

By H. Russell Bernard, Gery W. Ryan



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Congratulations to H. Russell Bernard, who was recently elected as a member of the National Academy of Sciences

"This book does what few others even attempt?to survey a wide range of systematic analytic approaches. I commend the authors for both their inclusiveness and their depth of treatment of various tasks and approaches."

?Judith Preissle, *University of Georgia*

"I appreciate the unpretentious tone of the book. The authors provide very clear instructions and examples of many different ways to collect and analyze qualitative data and make it clear that there is no one correct way to do it."

?Cheryl Winsten-Bartlett, *North Central University*

"The analytical methodologies are laid out very well, and I will definitely utilize the book with students regarding detailed information and steps to conduct systematic and rigorous data analysis."

?Dorothy Aguilera, *Lewis & Clark College*

This book introduces readers to systematic methods for analyzing qualitative data. Unlike other texts, it covers the extensive range of available methods so that readers become aware of the array of techniques beyond their individual disciplines. Part I is an overview of the basics. Part II comprises 11 chapters, each treating a different method for analyzing text. Real examples from the literature across the health and social sciences provide invaluable applied understanding.

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Editorial Review

Review

"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* 2010-06-03)

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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