



## Qualitative Methods in Public Health: A Field Guide for Applied Research (2nd Revised edition)

By Betsy Tolley, Beth Robinson, Priscilla Ulin, Natasha Mack, Stacey Succop

John Wiley & Sons Inc. Paperback. Condition: new. BRAND NEW, Qualitative Methods in Public Health: A Field Guide for Applied Research (2nd Revised edition), Betsy Tolley, Beth Robinson, Priscilla Ulin, Natasha Mack, Stacey Succop, A real-world guide to conducting rigorous qualitative research. Qualitative Methods in Public Health: A Field Guide for Applied Research provides a practical orientation to conducting effective qualitative research in the public health sphere. With thorough examination and simple explanations, this book guides you through the logic and workflow of qualitative approaches, with step-by-step guidance on every phase of the research. You'll learn how to identify and make use of theoretical frameworks to guide your study, and then design the study to answer specific questions and achieve the research goals. Data collection, analysis, and interpretation are given close attention as the backbone of a successful study, and expert insight on reporting and dissemination helps you get your work noticed. This second edition features new examples from global health, including case studies specifically illustrating study design, web and mobile technologies, mixed methods, and new innovations in information dissemination. Pedagogical tools have been added to help enhance your understanding of research design and implementation, and extensive appendices show you...



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