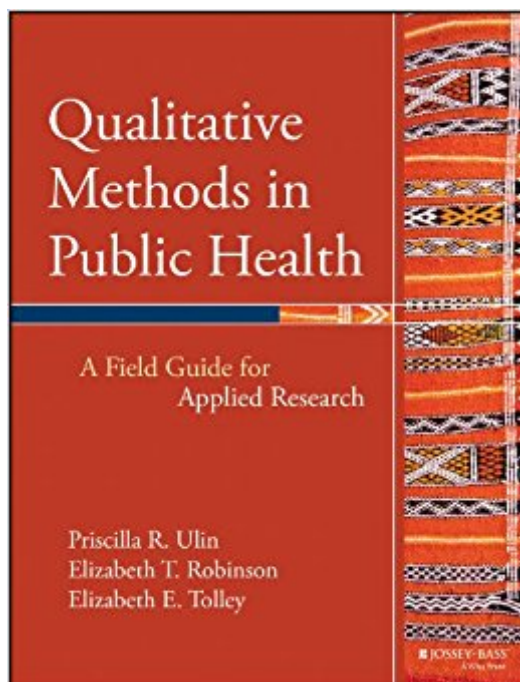


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# Qualitative Methods In Public Health: A Field Guide For Applied Research



## Synopsis

Qualitative Methods in Public Health is a comprehensive resource that presents practical strategies and methods for using qualitative research and includes the basic logic and rationale for making qualitative research decisions. This important book outlines the complexities, advantages, and limitations of qualitative methods and offers information and step-by-step procedures for every phase of research from theory to study design, data collection, analysis, interpretation, writing, and dissemination. Written for faculty, students, and practitioners in public health research, promotion, and education Qualitative Methods in Public Health will help those with prior research experience expand their repertoire to include qualitative methods. The book also contains up-to-date illustrations from a wealth of topics such as reproductive choice, sexual risk and protection, gender relations, and other areas critical to understanding population, health, and disease. Qualitative Methods in Public Health includes Examples of mixed qualitative-quantitative research design Guidelines for discussions, sample budgets, and caveats for planning and implementing focus groups Sample agenda for training interviewers A summary of needed critical appraisal skills Tips on where to publish the results Sample brochure to share qualitative study findings with participating communities A comprehensive index

## Book Information

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## Customer Reviews

“This book helps students from the first step of developing a conceptual framework through analysis, interpretation, and write-up of data. This is a terrific book.” --Margaret Bentley, professor of nutrition and associate dean for public health, School of Public Health, University of North

Carolina, Chapel Hill

• Will be immensely useful to all health social scientists working in international health as well as members of transdisciplinary teams of researchers trying to better understand what qualitative research brings to the table.

• --Mark Nichter, professor, University of Arizona, Tucson

• This book's reader-friendly tone helped my Papua New Guinean students and colleagues learn the language of qualitative research and later to conduct rapid assessments of HIV and AIDS peer-education needs in their own communities.

• --Lawrence Hammar, senior research fellow, Papua New Guinea Institute of Medical Research, Goroka, Papua New Guinea

• The book's clear presentation and refreshing absence of jargon makes it highly accessible to all wishing to make effective use of qualitative methods.

• --John Cleland, professor, Centre for Population Studies, London School of Hygiene and Tropical Medicine

• Grounds qualitative theory in practical application and provides illustrative perspective from the field that can be used to promote critical thinking for nursing students.

• --Janice Smolowitz, assistant dean for clinical practice, Columbia University School of Nursing, New York

Qualitative Methods in Public Health is a comprehensive resource that presents practical strategies and methods for using qualitative research and includes the basic logic and rationale for making qualitative research decisions. This important book outlines the complexities, advantages, and limitations of qualitative methods and offers information and step-by-step procedures for every phase of research--from theory to study design, data collection, analysis, interpretation, writing, and dissemination. Written for faculty, students, and practitioners in public health research, promotion, and education Qualitative Methods in Public Health will help those with prior research experience expand their repertoire to include qualitative methods. The book also contains up-to-date illustrations from a wealth of topics such as reproductive choice, sexual risk and protection, gender relations, and other areas critical to understanding population, health, and disease. Qualitative Methods in Public Health includes

- Examples of mixed qualitative-quantitative research design
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- A comprehensive index

Qualitative Methods in Public Health also contains lessons learned by public health experts from many fields; they share their stories, ideas, reflections, and advice.

This was used as an extra text book, so I could acquire more information for a very difficult course.

It was not only informative, it was "just what the doctor ordered". The book was received in excellent condition and in a very acceptable time period. The price was excellent and I was very pleased with this experience. I buy all my books with the intention of using it later in my career, as well as for the course I am taking at the time, and this book will be a nice addition. Thank You, and I look forward to my next experience with you. Sincerely, Skie A Laubach (glorious reflections) Health Administration

Down-to-earth if a little dry.

This book is great for anyone one who wants to learn the foundational aspects of qualitative methods and its written format is great for graduate students. The examples and practical applications are relevant to real world problems.

I bought this book as a rapid review of qualitative methods as part of my preparation for comprehensive exams for a DrPH course. As someone with a quantitative focus and minimal exposure to qualitative research methods I needed a rapid and practical review. It came highly recommended by one of the course lecturers. It seems a concise and practical review for my purposes.

If you are in the field of public health and conducting qualitative research this is a great companion.

It address the issues in the course that I bought it for. Easy to read and understand, and navigate the pages. If you need a book for qualitative research go for it!

This was a great resource and very easy to read. I am just starting to perform qualitative research and I found the examples very helpful.

Excellent!

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