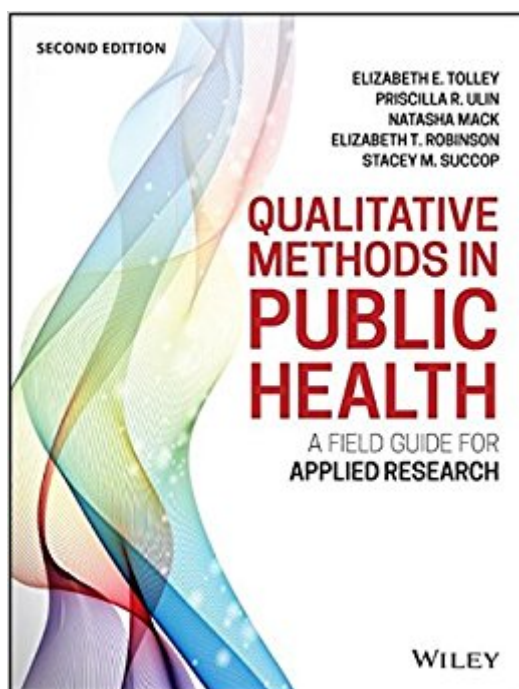


The book was found

Qualitative Methods In Public Health: A Field Guide For Applied Research (Jossey-Bass Public Health)



Synopsis

Qualitative Methods in Public Health: A Field Guide for Applied Research, 2nd Edition 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. Students learn how to identify and make use of theoretical frameworks to guide your study, design the study to answer specific questions, and achieve their 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 how these concepts work in practice. Qualitative research is a powerful tool for public health, but it's very easy to get it wrong. Careful study design and data management are critical, and it's important to resist drawing conclusions that the data cannot support. This book shows you how to conduct high-quality qualitative research that stands up to review.

Book Information

Series: Jossey-Bass Public Health

Paperback: 480 pages

Publisher: Jossey-Bass; 2 edition (May 9, 2016)

Language: English

ISBN-10: 111883450X

ISBN-13: 978-1118834503

Product Dimensions: 7 x 1 x 9.3 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 1 customer review

Best Sellers Rank: #28,833 in Books (See Top 100 in Books) #63 in Books > Textbooks >

Medicine & Health Sciences > Administration & Policy > Public Health #74 in Books > Textbooks

> Medicine & Health Sciences > Administration & Policy > Health Care Delivery #89 in Books >

Medical Books > Administration & Medicine Economics > Public Health

Customer Reviews

THE NEW EDITION OF THE REAL-WORLD GUIDE TO CONDUCTING RIGOROUS QUALITATIVE RESEARCH The revised and updated second edition of *Qualitative Methods in Public Health: A Field Guide for Applied Research* offers faculty, practitioners, and students a comprehensive handbook to conducting effective qualitative research in the public health arena. The text contains thorough reviews and accessible explanations of the rationale and workflow of the qualitative approaches presented. Step-by-step, the authors give clear-cut instructions on every phase of the research process including: focusing on a theory, study design, data collection, analysis, interpretation, writing, and dissemination. New to the second edition is a wealth of examples and applications from global health experts, cases specifically illustrating study design, web and mobile technologies, ideas for the mixing of methods, and recent innovations in dissemination. In addition, each chapter offers pedagogical tools to enrich teaching and learning. *Qualitative Methods in Public Health, Second Edition* presents: Guidelines for creating powerful qualitative studies and collecting the appropriate data Examples that show how to accurately transform data into words Lessons for merging qualitative and quantitative data that tell the whole story Ideas for mastering the logistics of consent, interviews, focus groups, and more Filled with practical strategies and approaches for employing qualitative research, the second edition of *Qualitative Methods in Public Health* is a must-have resource.

ELIZABETH E. TOLLEY is a senior scientist and Director of the Social and Behavioral Health Sciences division of FHI 360. PRISCILLA R. ULIN is retired from Family Health International (now FHI 360), where she was senior research scientist in the Social and Behavioral Sciences division. NATASHA MACK is a researcher in the Social and Behavioral Health Sciences division at FHI 360. ELIZABETH T. ROBINSON is the senior advisor for communications at the University of North Carolina at Chapel Hill's MEASURE Evaluation project. STACEY M. SUCCOP is a research associate in the Scientific Affairs department at FHI 360.

as expected

[Download to continue reading...](#)

Qualitative Methods in Public Health: A Field Guide for Applied Research (Jossey-Bass Public Health) *Qualitative Methods in Public Health: A Field Guide for Applied Research* Health Behavior: Theory, Research, and Practice (Jossey-Bass Public Health) *Qualitative Research Design: An Interactive Approach* (Applied Social Research Methods) *Fundamentals of Health Care Financial Management: A Practical Guide to Fiscal Issues and Activities, 4th Edition* (Jossey-Bass Public

Health) Health Promotion Programs: From Theory to Practice (Jossey-Bass Public Health) Planning Health Promotion Programs: An Intervention Mapping Approach (Jossey-Bass Public Health) Analytics and Decision Support in Health Care Operations Management (Jossey-Bass Public Health) Survey Research Methods (Applied Social Research Methods) Case Study Research: Design and Methods (Applied Social Research Methods) Research Methods in Applied Linguistics: A Practical Resource (Research Methods in Linguistics) Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches Mixed Methods Research: A Guide to the Field (Mixed Methods Research Series) Research Methods in Public Administration and Nonprofit Management: Qualitative and Quantitative Approaches The Jossey-Bass Handbook of Nonprofit Leadership and Management (Essential Texts for Nonprofit and Public Leadership and Management) The Seven Faces of Philanthropy: A New Approach to Cultivating Major Donors (Jossey-Bass Nonprofit & Public Management Series) Unraveling the Mystery of Health: How People Manage Stress and Stay Well (Jossey Bass Social and Behavioral Science Series) The School Psychologist's Survival Guide (Jossey-Bass Teacher Survival Guide) The Complete Guide to Mergers and Acquisitions: Process Tools to Support M&A Integration at Every Level (Jossey-Bass Professional Management) Bass Fishing: Tips and Tricks for Catching Largemouth Bass (Fishing Guide, Freshwater Fishing, Bass Fishing Books, How to Fish, Fishing Tackle)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)