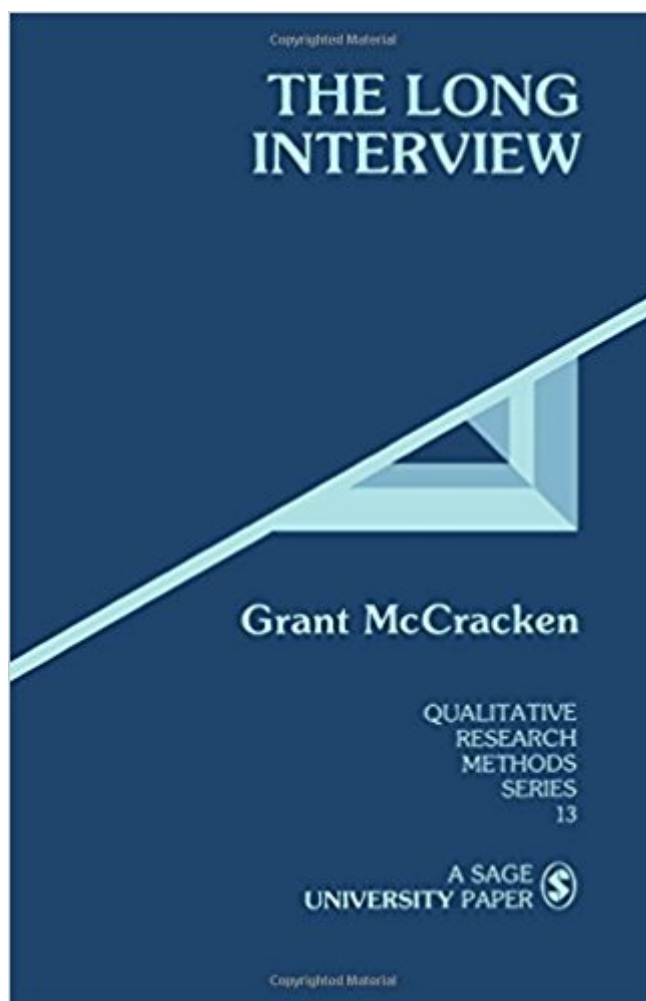


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The Long Interview (Qualitative Research Methods)



Synopsis

The Long Interview provides a systematic guide to the theory and methods of the long qualitative interview or intensive interviewing. It gives a clear explanation of one of the most powerful tools of the qualitative researcher. The volume begins with a general overview of the character and purpose of qualitative inquiry and a review of key issues. The author outlines the four steps of the long qualitative interview and how to judge quality. He then offers practical advice for those who commission and administer this research, including sample questionnaires and budgets to help readers design their own. The author introduces key theoretical and methodological issues, various research strategies, and a simple four-stage model of inquiry, from the design of an open-ended questionnaire to the write up of results.

Book Information

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Customer Reviews

"Continue[s] the high quality of previously published volumes in the SAGE series on qualitative research methods. Grant McCracken shows how the long interview can be devised in order to understand respondents in their own terms, the use of prompts to follow-up questions being a particularly important feature. The analysis and writing up of such information is examined in considerable detail and will be of interest to students who are often baffled by qualitative data."--Contemporary Sociology"Grant McCracken provides one of the finest bibliographies on the qualitative-quantitative debate that I have ever seen...This selective bibliography alone would be

worth the price of the book...McCracken [has a] pleasant writing style, which is balanced, graceful, and witty."--Journal of Marketing Research

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Weighing in at under 70 pages for \$19.95 isn't much value. It can be forgiven somewhat given the likely small distribution of this book - or if it fit into a total framework for Qualitative Research Methods as a couple chapters. I'd love to see all the volumes of that put together into one website or book and sold for a more reasonable price.McCracken does an excellent job summarizing the gathering and use of qualitative research through the long interview, including comparisons between quantitative and qualitative data, the pre-interview research process, formulating questions, and finally, the interview process. I would have liked to see more focus on the interview process, along with more do's and don'ts.This book was written at the scholarly level, which makes it somewhat obtuse for those not well-versed in the terminology (including myself). As an aspiring researcher and sometime interviewer at work, I'd like a more straightforward approach.In all, it covers the topic well, but only for those already familiar with it. For someone looking for practical advice on long interviews, I don't think this is the book.

This is a five-star work! It reads well, Prof. McCracken has a smooth and elegant style: Information is abundant and presented in an easily-digestible way. The book should be on the compulsory list of all first-year (aspirant) qual researchers and on the 'highly-recommended' list of those who pursue quan studies.

It's a textbook

Seminal work of McCracken. A little dry, but purposeful.

Book was pre-owned but in great shape! Just what I needed for my dissertation. I also e-mailed the author and he responded...that was cool, too. I love . com.

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