



Qualitative Interviewing: The Art of Hearing Data

Herbert J. Rubin, Irene S. Rubin

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This introduction to the theory and practice of qualitative interviewing shows researchers how to: design research based on interview data; stimulate conversation; absorb what is being said; and stimulate, analyze and present an informed description of the data.

The authors emphasize the importance of cultural, contextual and personal influences on the sharing and unveiling of meaning. They also link qualitative interviewing techniques with theories of how people communicate meaning.



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