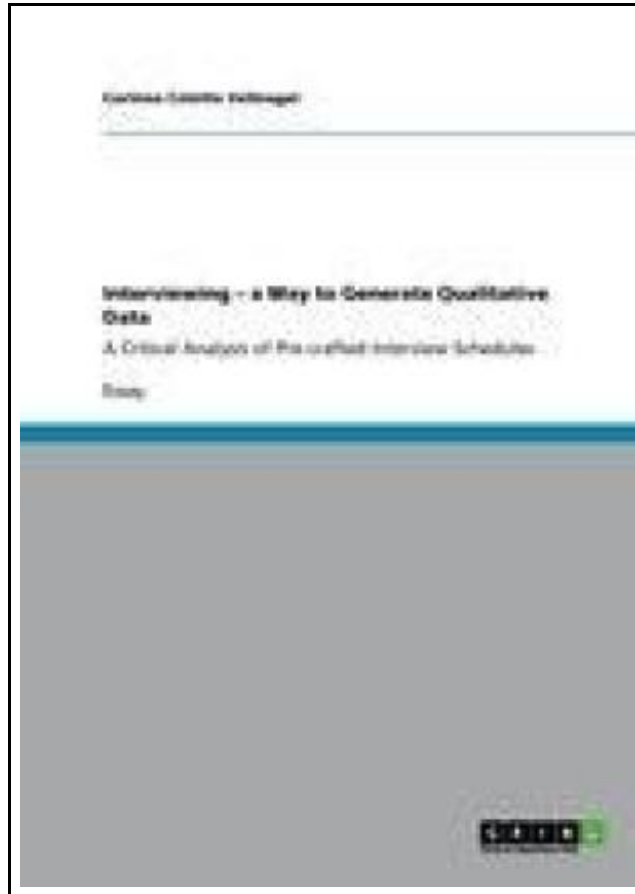


Interviewing - a Way to Generate Qualitative Data



Filesize: 2.33 MB

Reviews

A whole new eBook with a brand new point of view. It is definitely simplistic but shocks in the 50 percent of the publication. I am just pleased to explain how this is the greatest ebook i have read during my very own daily life and could be he best ebook for possibly.

(Mitchell Kuhn III)

INTERVIEWING - A WAY TO GENERATE QUALITATIVE DATA



GRIN Verlag Feb 2011, 2011. sonst. Bücher. Book Condition: Neu. 234x156x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2010 in the subject Communications - Methods and Research Logic, grade: Excellent, The University of Surrey (Department of English), language: English, abstract: Generating data can be made for all kind of purposes and in several ways (Milena et al.: 2008), whereas the main focus lies on the distinction between quantitative and qualitative research (Gerson et al.: 2002). When it comes to research most people generally think of the more common, traditional and familiar quantitative research which includes methods such as questionnaires, the creation of theories and models or the accumulation of empirical data (Holliday: 2002). This paper deals with interviewing, more precisely with interview schedules, as a method of generating qualitative data within primary market research. The structure of the work is as follows: Starting up with a the theoretical foundation with regards to interviewing, its possibilities within qualitative research and its configuration possibilities in the first part, the second part deals with the analysis of a workshop held on the topic 'Generating Qualitative Data: Interviewing' within the lecture 'Introduction to Research Methods' in the MA course Intercultural Communication with International Business. Within the analysis of the interview schedule problems, difficulties and limits of working with pre-crafted, semi-structured interview schedules are being identified and pointed out. Although it is not common to write a paper in another but the neutral voice a voice change into the first person takes place due to the fact that this part of the paper (3 Practical Application within the Workshop 'Generating Qualitative Date: Interviewing') delves into the personal experience and therefore requires a more personalised style. Finally, the paper concludes with a short review of the...



[Read Interviewing - a Way to Generate Qualitative Data Online](#)

[Download PDF Interviewing - a Way to Generate Qualitative Data](#)

Other PDFs



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Download ePub »](#)



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Download ePub »](#)



The Java Tutorial (3rd Edition)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book...

[Download ePub »](#)



Adobe Indesign CS/Cs2 Breakthroughs

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and...

[Download ePub »](#)



Have You Locked the Castle Gate?

Addison-Wesley Professional. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Is your computer safe Could an intruder sneak in and steal...

[Download ePub »](#)