

## Qualitative research methods for media studies

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### Abstrak

Qualitative Research Methods for Media Studies provides students and researchers with the tools they need to perform critically engaged, theoretically informed research using methods that include interviewing, focus groups, historical research, oral histories, ethnography and participant observation, textual analysis and online research. Each chapter features step-by-step instructions that integrate theory with practice, as well as a case study drawn from published research demonstrating best practices for media scholars. Readers will also find in-depth discussions of the challenges and ethical issues that may confront researchers using a qualitative approach. Qualitative research does not offer easy answers, simple truths or precise measurements, but this book provides a comprehensive and accessible guide for those hoping to explore this rich vein of research methodology.