

## SUMMARY

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1. The role of the researcher is a primary consideration in qualitative research because the researcher is the primary data collection instrument.
2. Researchers can use various roles (complete participant, participant as observer, observer as participant, or complete observer) to immerse themselves in the interaction setting to collect firsthand data.
3. Developing the purpose for the research project will create a road map for a qualitative study.
4. The focus of a qualitative research study is a broadly stated research question or statement of the researcher's expectations.
5. Researchers plan and design their qualitative study recognizing that flexibility in the field will likely be required.
6. To find their samples for qualitative research, researchers use snowball, purposive, or maximum variation sampling.
7. Gaining access, or getting in, to the research setting includes making the initial contact, negotiating access, establishing entry and operational parameters, and becoming known to the participants.
8. Qualitative data is collected through observation and note taking.
9. The researcher must become immersed in the interaction setting, utilize a variety of observation strategies, and take complete and detailed notes.
10. What counts as data in qualitative research is broadly defined.
11. Who the researcher is—his or her qualities and attributes—will affect what and how he or she observes.

## KEY TERMS

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active members	maximum variation sampling
commitment acts	observer as participant
complete members	participant as observer
complete observer	participant observation
complete participant	peripheral members
concept map	purposive sampling
fieldnotes	snowball sampling
gatekeeper	sponsor
key informant	

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- chapter outline
- chapter checklist
- chapter summary
- short multiple-choice quiz
- PowerPoint presentation created by Dr. Keyton

For a list of internet resources, visit <http://www.joannkeyton.com/CommunicationResearchMethods.htm>.