

SUMMARY

1. Observation and taking notes are two skills required for collecting qualitative data.
2. Describing what is occurring is different from analyzing what occurred.
3. Different qualitative research methods create different relationships between researcher and participants.
4. Interactions with participants and observations of their interactions with others are captured as textual data.
5. Field interviewing is a practical qualitative method for discovering how people think and feel about communication practices.

6. Researchers use an interview guide composed mostly of open questions to encourage the respondent to tell his or her own story.
7. Most interviews are recorded, transcribed, and verified back to the recording.
8. Guided by a facilitator, a focus group is composed of 5 to 10 people who respond to the facilitator's question in a group discussion format.
9. Focus groups are a practical method for addressing applied communication problems and capturing the ideas of difficult-to-reach populations.
10. Focus groups take advantage of the chaining or cascading of conversation among participants.
11. Narratives, or stories, can be collected in interviews, as critical incidents, from questionnaires, from the course of everyday conversation, and in many forms of printed communication.
12. Ethnography is a qualitative research method in which the researcher immerses him- or herself in the communication environment for a long time, often becoming one of the interactants.
13. Autoethnography is autobiographical, reveals the author's emotions, and is often written in first person.
14. Ethnography of communication is a theoretically driven method in which researchers

focus on language or speech communities to produce highly detailed analyses of how symbolic practices are expressed in a particular social structure.

15. The advantage of ethnography is that it allows researchers to collect communication in its natural state.

KEY TERMS

autoethnography	fieldnotes
critical incidents	focus group
ethnography	focus group schedule
ethnography of communication	interview guide
field interviewing	narratives

See the website www.mhhe.com/keyton4 that accompanies this text. For each chapter, the site contains a:

- 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>.