## CHAPTER 18 Reading and Writing the Qualitative Research Report 343

CHAPTER CHECKLIST 343 REPRESENTING QUALITATIVE RESEARCH 344 Beginning the Research Report 345 The Literature Review 345

WRITING ABOUT THE METHOD 346 Revealing the Identity of Participants 347

PRESENTING THE DATA 347 Authorial Voice 348

FINDINGS AND INTERPRETATION 349 Balancing Description and Analysis 349 Strategies for Writing the Findings and Analyses 350 Using Participants' Quoted Material 352

DRAWING AND SUPPORTING CONCLUSIONS 353 Revisiting Your Analysis 353

FINISHING THE QUALITATIVE RESEARCH REPORT 354 *Title 354* Abstract 355 *Using the APA Style Manual 356* 

SUMMARY 356

KEY TERMS 356

BOXED FEATURES

AN ETHICAL ISSUE: Creating Something from Nothing 348 DESIGN CHECK: Who Did What? How? When? 349 TRY THIS! Describe, Then Analyze 350 DESIGN CHECK: Letting Participants Speak 352 TRY THIS! Submit Your Paper to a Communication Journal 354