

## SUMMARY

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1. Researchers have flexibility, and therefore can make decisions about writing a qualitative research report.
2. One way to check on your writing process is to ask how the description or analysis is increasing the reader's understanding.
3. At a minimum, qualitative research reports should include an introduction; a summary of the literature; a description of data collection and analysis; and a report of the findings, interpretation, and analysis.
4. Qualitative research projects create too much rather than not enough data.
5. The researcher must decide whether he or she or the participants will have the responsibilities of authorial voice.
6. A good way to begin a qualitative research report is to explain why the setting was important or interesting.

## KEY TERMS

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authorial voice	separated text
chronological	thematic
crystallization	topical
puzzle explication	

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See the website [www.mhhe.com/keyton4](http://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>.