

Watts / Stenner

Doing Q Methodological Research

Theory, Method & Interpretation

This book is a simple yet thorough introduction to Q methodology, a research technique designed to capture the subjective or first-person viewpoints of its participants. Watts and Stenner outline the key theoretical concepts developed by William Stephenson, the founder of Q methodology, including subjectivity, concurrence theory and abduction. They then turn to the practicalities of delivering high quality Q methodological research. Using worked examples throughout, the reader is guided through: • important design issues • the conduct of fieldwork • all the analytic processes of Q methodology, including factor extraction, factor rotation and factor interpretation. Drawing on helpful conceptual introductions to potentially difficult statistical concepts and a step-by-step guide to running Q methodological analyses using dedicated software, this book enables interested readers to design, manage, analyse, interpret and publish their own Q methodological research.



65,40 €

61,12 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781849204156

Medium: Buch

ISBN: 978-1-84920-415-6

Verlag: SAGE Publishing Ltd

Erscheinungstermin: 19.03.2012

Sprache(n): Englisch

Auflage: 1. Auflage 2012

Produktform: Kartoniert

Gewicht: 438 g

Seiten: 248

Format (B x H): 170 x 244 mm

