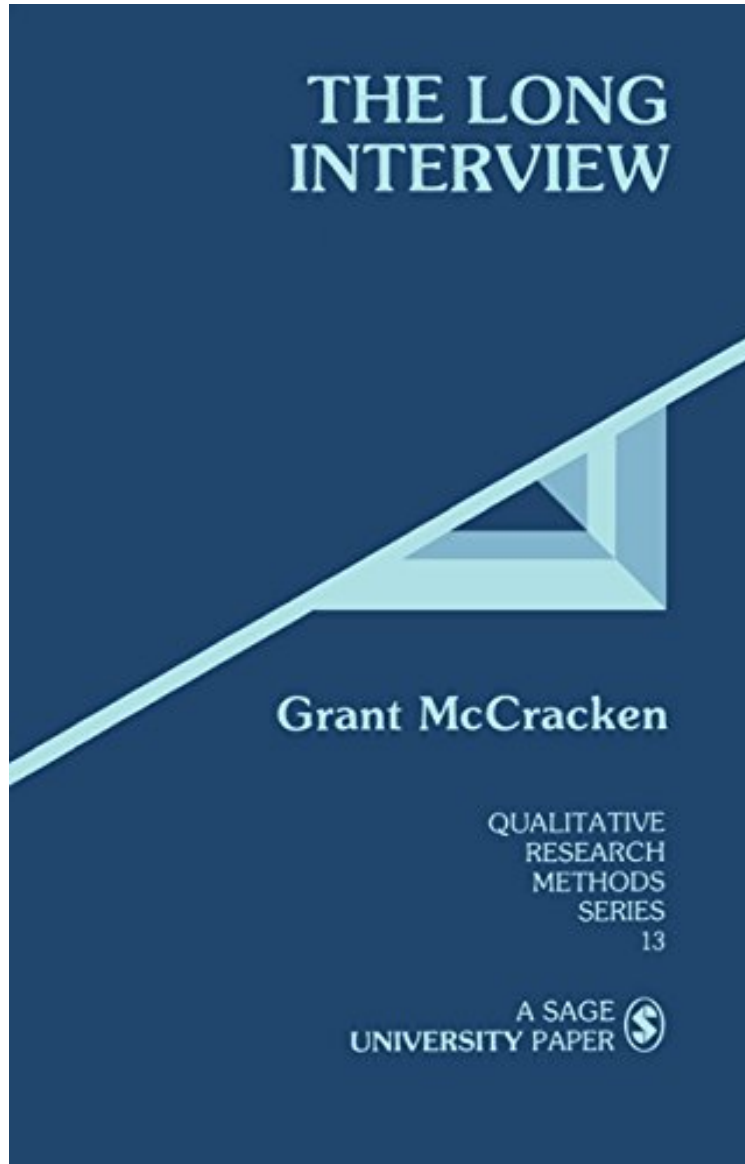


## The Long Interview (Qualitative Research Methods)

*Grant McCracken*

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**Grant McCracken : The Long Interview (Qualitative Research Methods)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Long Interview (Qualitative Research Methods):

1 of 1 people found the following review helpful. Good, a bit dated, but expensive for the contentBy Jason StokesWeighing in at under 70 pages for \$19.95 isn't much value. It can be forgiven somewhat given the likely small distribution of this book - or if it fit into a total framework for Qualitative Research Methods as a couple chapters. I'd love to see all the volumes of that put together into one website or book and sold for a more reasonable price.McCracken does an excellent job summarizing the gathering and use of qualitative research through the long

interview, including comparisons between quantitative and qualitative data, the pre-interview research process, formulating questions, and finally, the interview process. I would have liked to see more focus on the interview process, along with more do's and don'ts. This book was written at the scholarly level, which makes it somewhat obtuse for those not well-versed in the terminology (including myself). As an aspiring researcher and sometime interviewer at work, I'd like a more straightforward approach. In all, it covers the topic well, but only for those already familiar with it. For someone looking for practical advice on long interviews, I don't think this is the book.

0 of 0 people found the following review helpful. Concise and highly practical guide to those engaged in qual interviews

By Emese Bpkayneacute; Pap

This is a five-star work! It reads well, Prof. McCracken has a smooth and elegant style: Information is abundant and presented in an easily-digestible way. The book should be on the compulsory list of all first-year (aspirant) qual researchers and on the 'highly-recommended' list of those who pursue quan studies.

0 of 0 people found the following review helpful. Three Stars

By Mel Lindsalt's a textbook

The Long Interview provides a systematic guide to the theory and methods of the long qualitative interview or intensive interviewing. It gives a clear explanation of one of the most powerful tools of the qualitative researcher. The volume begins with a general overview of the character and purpose of qualitative inquiry and a review of key issues. The author outlines the four steps of the long qualitative interview and how to judge quality. He then offers practical advice for those who commission and administer this research, including sample questionnaires and budgets to help readers design their own. The author introduces key theoretical and methodological issues, various research strategies, and a simple four-stage model of inquiry, from the design of an open-ended questionnaire to the write up of results.

"Continue[s] the high quality of previously published volumes in the SAGE series on qualitative research methods. Grant McCracken shows how the long interview can be devised in order to understand respondents in their own terms, the use of prompts to follow-up questions being a particularly important feature. The analysis and writing up of such information is examined in considerable detail and will be of interest to students who are often baffled by qualitative data."--Contemporary Sociology

"Grant McCracken provides one of the finest bibliographies on the qualitative-quantitative debate that I have ever seen...This selective bibliography alone would be worth the price of the book...McCracken [has a] pleasant writing style, which is balanced, graceful, and witty."--Journal of Marketing Research

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About the Author

Grant McCracken, an anthropologist, has studied American culture and business for twenty-five years. He is the author of several books, most recently *Chief Culture Officer: How to Create a Living, Breathing Corporation*.

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