

Qualitative Research Methods

- Interviews, In-Depth Interviews
- Observation/Participant-Observation
- Focus Groups
- Ethnographic Methods
- Case Studies
- Discourse Analysis
- Critical Cultural Analysis.

In-Depth Interviews

- For study of subjective experience of media pleasures, uses, resistance, mediation
- Types: Structured, Unstructured, Semi-structured
- Procedure
- Recording
- Analysis – Excerpts - Writing Up.
- E.g.: Radway, Morley, Chapman, Pavrala, Veena Das.

Observation/Participant- Observation

- For study of media/communication in the family/ community/ village.
- Problem of Access - to Groups, Families, Places
- Direct and indirect observation methods
- Recording - from memory (e.g. M N Srinivas)
- Analysis and Interpretation - Writing Up.
- E.g.: Lull, Hartman, Neena Behl, Marie Gillespie, Joy Thomas, SITE studies.

Focus Groups

- Problem Definition/Research Question
- Sampling Frame
- Moderator - Recruiting the Sample
- Interview Guide
- Conducting the Focus Group - Recording
- Analysis - Interpretation - Writing up .
- E.g.: Chapman, Volkmer, Schlesinger.

Ethnographic Methods

- Combines ‘immersion’, participant/non-participant observation, focus groups, in-depth interviews - to collect ‘rich data’/’thick description’ from natives’/subjects’ perspective
- ‘Critical’ Ethnography - ‘Post-modern’ Ethnography
- Relevance to Indian Situation
- E.g.: Arbind Sinha, Paul Hartman, Velacherry, Marie Gillespie, Purnima Mankekar.

Case Studies

- ‘Empirical studies that use multiple sources of evidence to investigate systematically an individual, a group, an organisation or an event, within its real life context’ - an in-depth study
- Employs both quantitative and qualitative methods
- Key features: Particularistic – Descriptive – Heuristic – Inductive.
- Conducting a Case Study: Design – Data Collection – Analysis – Writing Up.
- E.g.: Study of Role of PR in Banking Sector; Downsizing at Tata Steel (Rajiv Kumar)

Discourse Analysis

- Focus on close analysis of power, ideology and culture embedded in structure of language - manifest and latent meanings of texts - Structuralism - Semiotics - Cultural Studies
- For study of ‘representations’, ‘stereotypes’, ‘gender’, social and political power-structures as reflected in discourse.
- E.g.:McLuhan, Hall, Ang, Pavrala, Glasgow Group.

Critical Cultural Analysis

- Sara Dickey: 'Going to the Movies in Madurai' ; Simon Frith: Rock music
- Chidananda Dasgupta: The Painted Face
- Peter Manuel: Cassette Culture: Popular Music and Technology in North India
- Arvind Rajagopal: Politics After Television
- Ravi Vasudevan (Ed): Making Meaning in Indian Cinema; Preben Kaarsholm (Ed.): City Flicks
- Wimal Dissanyake: Sholay; Raj Kapoor's Films: Harmony of Discourse.