

Book Review

Title of Book:	An Introduction to Qualitative Research
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The field of qualitative research is continuously going through rapid growth in new methods and approaches like digital and social media researches. It results in constantly grow in literature; new books, published journals with qualitative methodology and results. Identifying the novel methods and approaches in qualitative research method, Uwe Flick (2018) has revised, extended and updated the 6th edition of the book: An introduction to qualitative research. It was published by SAGE Publications in 2018. The book contains fundamental information that every new researcher requires to know, understand and explore about qualitative research. It is ultimate guide to do the process of conducting qualitative research. The book answer questions; how fine quality qualitative research is produced? And how to use qualitative research method and enhance your work with it?

Covering the general theoretical information of qualitative research, the first edition of the book was released 1998. The second edition of the book contains information about computer in qualitative research and it was released in 2002. In 2006, Flick came up with third edition of the book with six new chapters and embedded case studies, key points and exercise at the end of every chapter. Whereas, the fourth edition of the book was released in 2009, it has expanded chapters on Grounded Theory and added new structures like glossary and summary section. The fifth edition was released

in 2014 with new structure of introductory section at start of each part and additional mentioned online resources.

This newest sixth edition has six parts, composed of total thirty-one chapters with different focus level. Although the fifth edition has seven parts, the sixth edition has six parts. Therefore, the sixth edition has been updated precisely with 696 pages. This new edition contains the step-by-step producer of doing qualitative research. It has brand new chapter on doing qualitative research through digital methods and introduction of cutting-edge research on the data of social media. Chapters starts with specific objectives, that aware the reader about reading outcomes of chapter. The book has updated structure of navigator sections at the beginning of each chapter. Furthermore, the updated case studies of multi-discipline, online sources, tables, cross-referring, glossary, further reading, and boxes of key points, advice and examples are also integrated in the book for clarification of concept. The most interesting feature of the book is checklist section. The checklist helps reader to exercise the read points, and to find the key questions of chapter. Moreover, the book contains how to use guide and section for discovering online source before the start of part 1 of book.

The first part of the book consisted of 1 – 5 chapters, with the title of Foundations of Qualitative research. Chapter 1 is about qualitative research, how to do and why to do qualitative research. It provides the approaches to qualitative research and the overview of historical development of qualitative method in the context of United States and Europe. Relevance of qualitative research with respect to trends in society and social science is drawn. Chapter 2 highlights the important elements of qualitative research in distinguish from quantitative method. This chapter guide reader to choose appropriate research method or choosing both, according to their research. Chapter 3 outlined the two theoretical frameworks of qualitative research. First is debate of positivism and constructivism, which help researcher to understand the issues of research.

Second is the debate of feminism and gender. Furthermore, paradigm approaches with assumptions are included in this chapter, like; ethnomethodology, structuralist and symbolic interactionism. Chapter 4 provides the orientation of methods and types of data in qualitative research, whereas, chapter 5 discuss the epistemological background with text as an empirical material in qualitative research.

Part two of this book focuses on the research design of qualitative research. this part contains chapter 6 to chapter 13. Chapter 6 is about design research question and find out the answer of question through appropriate research process. Chapter 7 contains practical issues of doing research like how to construct and select research design. It further provides overview of implementation of qualitative research design in online research. Chapter 8 has step by step process to plan qualitative research. Chapter 9 covers the code of ethics crucial element of research. Reflection is made on sensitivity of research data. Chapter 10 will allow readers how to use previous literature effectively. 11th chapter is about entering the field and connecting with participants of research. Similar to this, chapter 12 covers the strategies to select the sample of research. Chapter 13 addresses the topic of triangulation process in qualitative research. It is about how to combine several approaches in one research design.

The third part of the book introduces the strategies for collecting verbal data. It contains 4 chapters, chapter 14 to chapter 17. Chapter 14 gives the overview about collecting verbal data. It compares the different methods of collecting verbal data and helps reader to make decision about method through checklist. Chapter 15 contains the information about interview as a method of collecting verbal data. Different types of interviews are discussed in this chapter, like open ended questions interview, focused group interview and expert interview. As an alternative to face to face interview, online interview method is also discussed in this chapter. Whereas, chapter 16 contains the detailed information about group

interviews. Trend in social science reveals that the focused group interview is now very prominent. This type of interview is based about discussion stimulation with more specific question answers. In addition, this chapter identifies the advantages and disadvantages of online focused group interview. Chapter 17 reveals more strategies to collect verbal data like narratives. Here the stimulation of life history narratives and focused narratives to specific situation are discussed. The process of collection data through narratives are mentioned, from designing questions of narrative interview to episodic interview. This chapter has followed integrated approach for doing narrative research and its analysis.

As an alternative of verbal data, part 4 contains chapters about data beyond talk. The 4 parts covers chapter 18 to chapter 22. Chapter 18 outlines the orientation of methods of collecting data beyond talk online as well as offline. It highlights the potential and problems of each method for data beyond data, which later on are discussed in detail in following chapters. Chapter 19 is about observation as a method to collect qualitative data. Focusing on ethnography, this chapter discussed the participant and non-participant observations. For complementing the observation, interviewing and using document strategies are mentioned. Furthermore, this chapter covers the topic of virtual ethnography with field notes, and problems of documentation in ethnography. Chapter 20 deals with visual data as a form of qualitative method. It answers the question, how to choose, study, analyze data in form of pictures, video clips, and films, whereas, chapter 21 is about doing document analysis including online sources of websites. 22 Chapter is new update in this edition. It deals with digital and social media data. Social media trends like Twitter, Facebook, and Blogs are viewed as a form of platform for qualitative data.

Part 5 is the central part of the book. It is about collection, production and analysis of qualitative data. It covers chapter 23 to chapter 28 of book. Chapter 23 is about methods of analysis of qualitative data, with

advantages and disadvantages. Chapter 24 gives details about management of data and transcription. Chapter 25 outlines method of coding and categorizing. It describes grounded theory as a main tool for coding. On the other hands, chapter 26 covers the thematic analysis as another method for analysis. Continuing the approaches of analysis, chapter 27 is about natural occurring data analysis. For example, conversation analysis, genre analysis and Hermeneutic analysis. Moreover, chapter 28 focuses on updated technological tool for qualitative analysis. It is about how to use software, principal and packages of different software.

Addressing the issues of grounding and writing qualitative research, part 6 contains chapter 29 to chapter 31. Chapter 29 starts with use of traditional qualitative criteria. In addition, it answers question of quality in qualitative research. Few strategies for quality management is shared in this chapter. Chapter 30 is about writing qualitative research, and reporting the audience of research. The last 31 chapter gives summary of whole book and future outlook of developments in qualitative research.

The strengths of this book, it is a comprehensive guide for researchers in social and educational management science. Each chapter has specific smart objectives in the start so reader can easily navigate their needs. In addition, the book is user-friendly. Language of book is very easy. The integration of technological and online perspective in each chapter is very much interesting, whereas, the weakness of this book is the too much structures. Like concept boxes, and navigator. Recurring of same navigator pages, makes reader confuse and it only add pages to the book. In conclusion, this book can be a perfect user guide as well as reference book on qualitative research for educational and social researches.

Reference

Flick, U. (2018). *An introduction to qualitative research* (6th ed.). Sage Publications Limited.

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