



# Qualitative Methods in Public Health: A Field Guide for Applied Research

*Priscilla R. Ulin, Elizabeth T. Robinson, Elizabeth E. Tolley*

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*Qualitative Methods in Public Health* is a comprehensive resource that presents practical strategies and methods for using qualitative research and includes the basic logic and rationale for making qualitative research decisions. This important book outlines the complexities, advantages, and limitations of qualitative methods and offers information and step-by-step procedures for every phase of research<sup>3</sup>/<sub>4</sub>from theory to study design, data collection, analysis, interpretation, writing, and dissemination. Written for faculty, students, and practitioners in public health research, promotion, and education *Qualitative Methods in Public Health* will help those with prior research experience expand their repertoire to include qualitative methods. The book also contains up-to-date illustrations from a wealth of topics such as reproductive choice, sexual risk and protection, gender relations, and other areas critical to understanding population, health, and disease. *Qualitative Methods in Public Health* includes

- Examples of mixed qualitative-quantitative research design
- Guidelines for discussions, sample budgets, and caveats for planning and implementing focus groups
- Sample agenda for training interviewers
- A summary of needed critical appraisal skills
- Tips on where to publish the results
- Sample brochure to share qualitative study findings with participating communities
- A comprehensive index

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