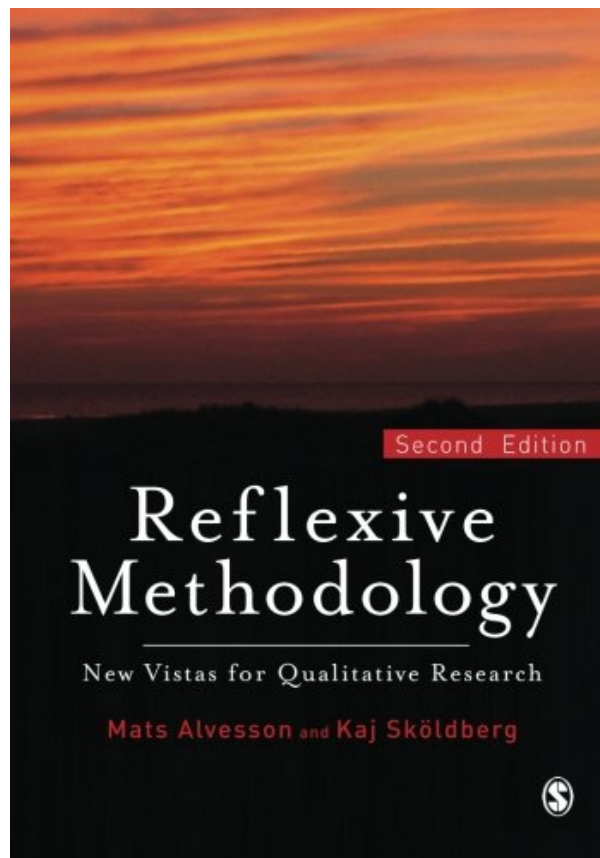
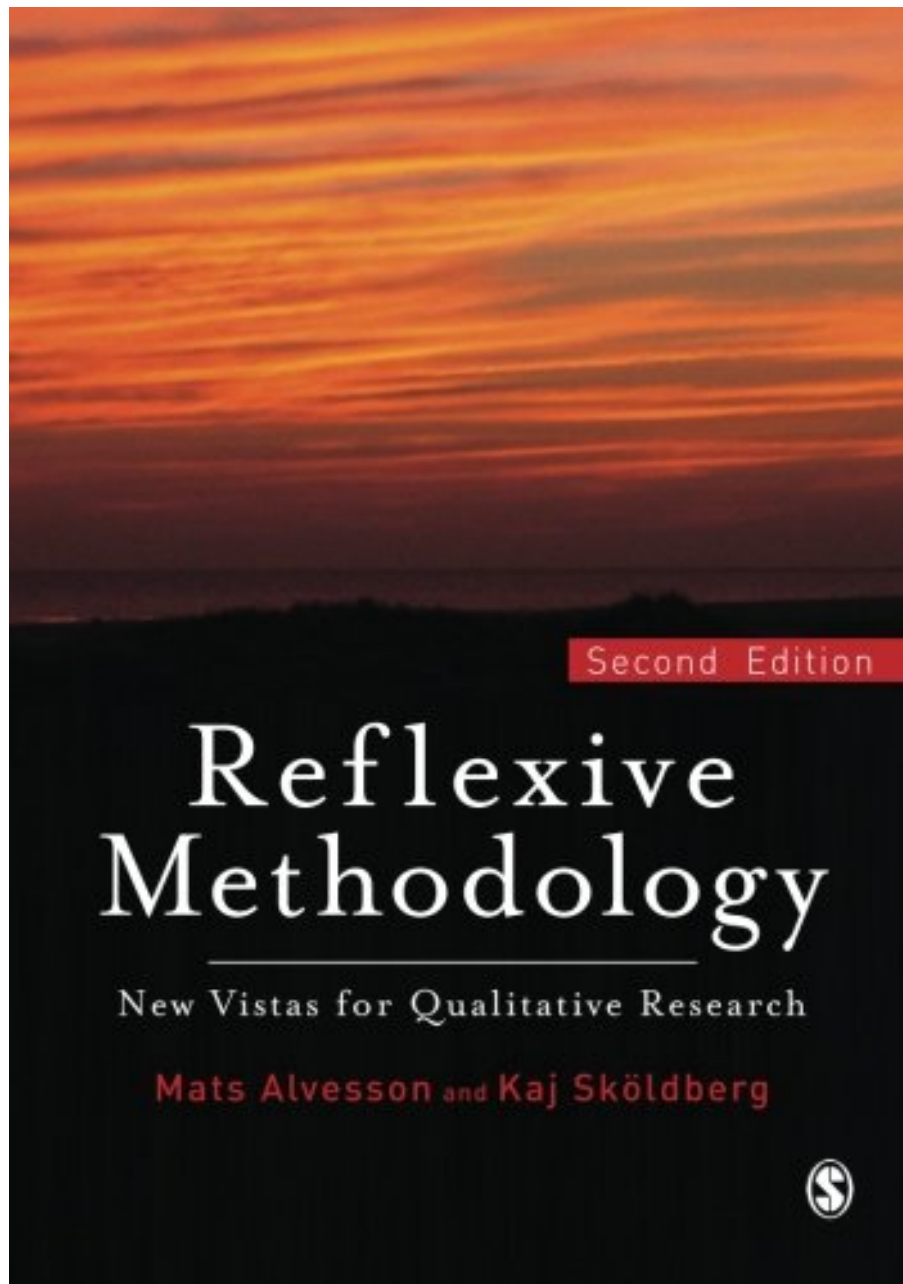


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Qualitative Methods in Psychology

About the Author

Mats Alvesson holds a chair in the Business Administration department at Lund University in Sweden and is also part-time professor at University of Queensland Business School. He has done extensive research and published widely in the areas of qualitative and reflexive methodology, critical theory, organizational culture, knowledge work, identity in organizations, gender, organizational change, management consultancy etc. He has published 20 books with leading publishers and hundreds of articles, many of which are widely cited and used on higher levels in university education.

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Make up your own mind!

By Aidan J. McQuade

As a distinguished academic Barbara Czarniawska noted with regard to the first edition of this book, it does not show you how to do research but rather shows how research in various methodological traditions has been done. However while this is often touted as a book essential for young academics it is by no means an easy book.

For example Alvesson and Skolberg suggest in their discussion of hermeneutics that the reader "knock the text" and engage in "dialogue" with what they are reading. In another place they say the researcher "has to establish a kind of `resonance' with the object of investigation, a `congeniality' by which an invisible bond (of meaning) is forged between them" (p. 69), which seems closer to mysticism than clear guidance for research.

However this is typical of the authors' approach. They seem often to demand that readers decide for themselves what the authors mean about something, in a way that anticipates and encourages the taking of a stance that it is essential for researchers to adopt towards the subjects of their research. In this regard the "reflexive" part of the title is a more important indicator of the content of the book than the "methodology" part. In the end the book does not provide a "how-to" manual for any particular research approach but is exceptionally helpful, if the reader does indeed engage in a "dialogue with the text", in forcing the reader to chose and formulate an argument as to why they adopt a particular methodological approach.

Personally speaking - used in this manner, when doing my own PhD, I found this book indispensable in working out the methodological approach that I needed to take to convincingly answer my research question. Methodology was probably the part of my doctoral research that I struggled most with and yet it proved possibly the least controversial aspect of my viva. That is in no small part consequent of the painful thinking that this book provoked.

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By Walt Mallory

Excellent explanation of development and theoretical foundations of current qualitative methodology

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