



Qualitative Media Analysis (Qualitative Research Methods)

David L. Altheide, Christopher J. Schneider

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In order to prepare a successful research project, a qualitative researcher often must consult media documents of various types. Authors David L. Altheide and Christopher J. Schneider show readers how to obtain, categorize, and analyze these different media documents in this entry in the **Qualitative Research Methods** series. They look at traditional primary documents such as newspapers and magazines but also at more recent forms--television newscasts and cyberspace. The use of student examples of research protocols makes this book a useful primer in deriving meaning from the bombardment of media documents a qualitative researcher faces.

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