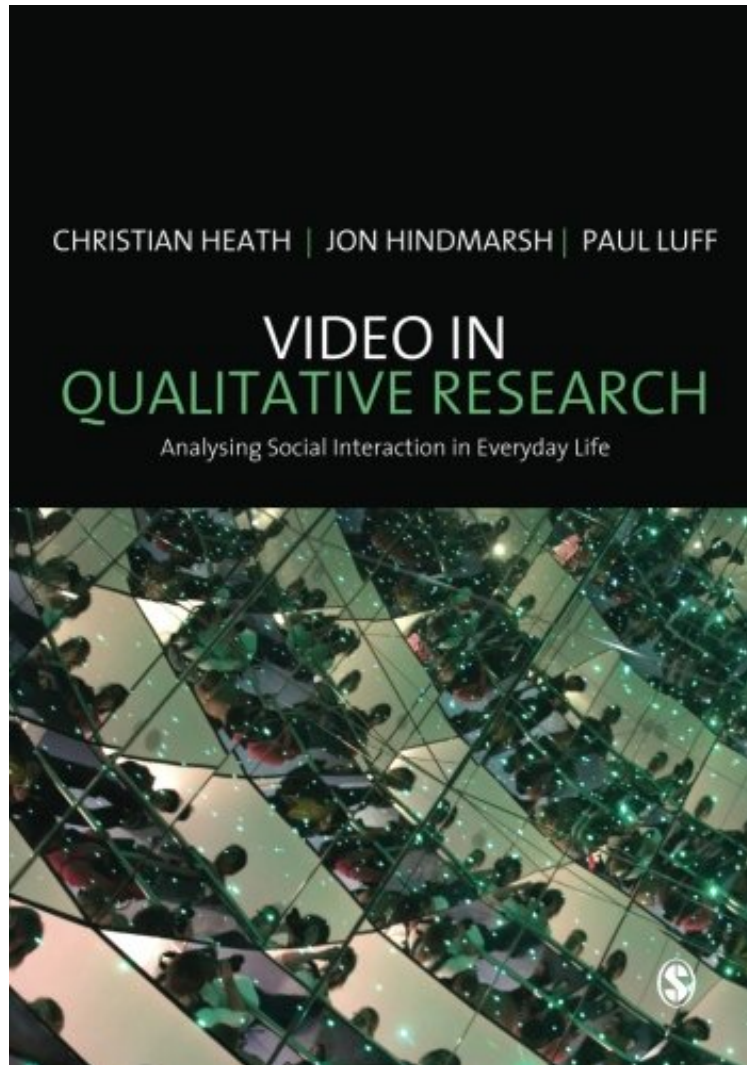


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This book provides unprecedented opportunities for social science research, enabling the fine-grained analysis of social organization, culture, and communication. It is the first book to provide practical guidance for students and academics on how to use video in qualitative research, how to address the problems and issues that arise in undertaking video-based field studies, and how to subject video recordings to detailed scrutiny and analysis. The authors consider the ethical and practical issues that arise in recording and gathering data as well as how video enables new and distinctive ways of presenting insights, observations, and findings to both academic and practitioner audiences. The book discusses a range of video-based projects including studies of control centers, operating theatres, medical consultations, auction houses, and museums and galleries.

The book's strength lies in its practicality, both in the way it can be used and in the way that the authors approach the subject matter. Each chapter takes the reader through a different stage of the research, is clearly laid out and provides useful tips at appropriate points throughout the text. There is some recommended reading and a summary of the key points at the end. But it is the way that the authors draw on their extensive experience in the field to provide clear and accessible advice that makes the book stand out. They highlight the particular challenges that are associated with using video while providing illustrations of the ways in which these challenges can be approached; their emphasis is on collaboration and experimentation and, above all, clarity on the purpose for which the data is being collected....whether you are interested in the minutiae of human conduct or in the use of video recording as part of your research, this book will be a valuable addition to your library
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The authors successfully strive to deliver a text to introduce and guide those new to video based research through potential dilemmas, hazards and pitfalls... Video in Qualitative Research: Analysing Social Interaction in Everyday Life is a well-constructed and useful introduction for Undergraduate students who wish to undertake video based projects for the first time. The key strength of the manuscript lies in the detailed analysis of transcripts and the case studies presented in chapter 4. As such, whilst the manuscript would be beneficial to Undergraduates from a variety of disciplines, those seeking to use video in conjunction with conversation analysis methods, and those wishing to use video to assist in the observation and study of workplace environments will find it the most useful. This body of work offers considerable insight into the complexities of engaging with a video based qualitative research project.
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