

Research Methods in Intercultural Communication

A Practical Guide

Edited by Zhu Hua

WILEY Blackwell

Contents

Notes on Contributors	vii
Acknowledgements	xiii
Preface	xv
I Linking Themes, Paradigms, and Methods	
1 Identifying Research Paradigms <i>Zhu Hua</i>	3
2 Studying Culture <i>Adrian Holliday</i>	23
3 Studying Identity <i>Jo Angouri</i>	37
4 Studying Discourse <i>Leila Monaghan</i>	53
II Key Issues and Challenges	
5 How to Identify Research Questions <i>Zhu Hua, Prue Holmes, Tony Young, and Jo Angouri</i>	73
6 How to Research Multilingually: Possibilities and Complexities <i>Prue Holmes, Richard Fay, Jane Andrews, and Mariam Attia</i>	88
7 How to Research Interculturally and Ethically <i>Jane Woodin</i>	103
8 How to Assess Intercultural Competence <i>Darla K. Deardorff</i>	120
9 How to Work with Research Participants: The Researcher's Role <i>Fred Dervin</i>	135
10 How to Develop a Research Proposal <i>Jane Jackson</i>	147

III Methods

11	Questionnaires and Surveys <i>Tony Johnstone Young</i>	165
12	Interviews <i>Barbara Gibson and Zhu Hua</i>	181
13	The Matched-Guise Technique <i>Ruth Kircher</i>	196
14	Discourse Completion Tasks <i>Emma Sweeney and Zhu Hua</i>	212
15	The Critical Incident Technique <i>Helen Spencer-Oatey and Claudia Harsch</i>	223
16	Ethnography <i>Jane Jackson</i>	239
17	Virtual Ethnography <i>Aoife Lenihan and Helen Kelly-Holmes</i>	255
18	Multimodality <i>Agnieszka Lyons</i>	268
19	Critical Discourse Analysis <i>John P. O'Regan and Anne Betzel</i>	281
20	Conversation Analysis <i>Adam Brandt and Kristian Mortensen</i>	297
21	Corpus Analysis <i>Michael Handford</i>	311
22	Narrative Analysis <i>Anna De Fina</i>	327
	Index	343