

# **Qualitative Research Methods in Public Relations and Marketing Communications**

Second edition

**Christine Daymon  
and Immy Holloway**

# Contents

*Preface* ix

## **PART I**

**Getting started** 1

- 1 The nature and usefulness of qualitative research for public relations and marketing communications 3
- 2 Selecting a topic and relating to your supervisor 18
- 3 Reviewing the literature and writing the research proposal 39
- 4 Ethical issues and access to participants 55
- 5 Ensuring the quality of research 77

## **PART II**

**Selecting the research approach** 97

- 6 Choosing between different types of research 99
- 7 Case studies 114
- 8 Grounded theory 130
- 9 Ethnography 145
- 10 Discourse analysis and critical discourse analysis 165
- 11 Phenomenology 180
- 12 Additional approaches: historical research and action research 189

**PART III**

**Collecting the data** **207**

13 Sampling 209

14 Interviews 220

15 Focus groups 241

16 Observation 258

17 Written, visual and multi-media materials 276

**PART IV**

**Analysing, interpreting and writing about the data** **299**

18 Analysing and interpreting the data 301

19 Writing the report 325

**PART V**

**Further issues** **347**

20 Mixed methods research 349

21 Finishing off 358

*Appendix: An example interview guide* 362

*Glossary* 364

*References* 370

*Index* 387