



Qualitative Research for Physical Culture

Pirkko, Dr Markula, Michael Silk

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Qualitative Research for Physical Culture is a practical guide to qualitative research methods in the multidisciplinary field of physical culture.

This innovative, unique and clearly-written book provides a complete one-stop manual to designing, researching and writing an effective research project. The authors identify the '7 Ps' of research which allows the reader to navigate a clear pathway through the research process.

The '7 Ps' are divided into three areas:

- *Design* which examines the **Purpose** of using qualitative methods; **Paradigms** of approach; and the **Process** of putting together a project
- *Doing* which looks at a range of different methodological **Practices** and the **Politics of Interpretation** of such approaches
- *Dissemination* which examines the **Presentation** of research and the **Promise** - how to judge the quality of research

Exploring interviewing, textual analysis, narrative analysis and field methods such as ethnography, case studies and participatory action research, the text also includes invaluable advice on the writing process and how to critically assess the quality of research, and will be invaluable as a teaching tool or essential reference for experienced and inexperienced researchers alike.

Key features of the book include

- Boxed text
- Guides to further reading
- Chapter guides and summaries of key points
- Figures and tables throughout
- A unique table summarizing the '7 Ps' approach, providing a visual overview of the approach for teachers and researchers

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