



Internet Communication and Qualitative Research: A Handbook for Researching Online (New Technologies for Social Research series)

Chris Mann, Fiona Stewart

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Communication and Qualitative Research is the first textbook to examine the impact of Internet technology on qualitative research methods. Drawing on many pioneering studies using computer-mediated communication (CMC), the authors show how online researchers can employ Internet-based qualitative methods to collect rich, descriptive, contextually-situated data. They discuss the methodological, practical and theoretical considerations associated with such methods as in-depth online interviewing, virtual focus groups, and participant observation in virtual communities. This is a comprehensive and practical guide that:

- Reviews online research practice and basic Internet technology
- Looks in detail at the skills required by the online researcher
- Examines the ethical, confidentiality, security, and legal issues involved in online research
- Considers the theoretical challenges surrounding data collected in a "virtual venue"
- Addresses the social and cultural impact of researching online through a discussion of power, gender, and identity issues in the virtual world

Internet Communication and Qualitative Research will be an indispensable guide for all students and researchers working in the digital age.

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