

Review of the book *An Introduction to Qualitative Research, Seventh Edition*, by Uwe Flick

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Since the sixth edition of this textbook was published in 2018, approaches and methods in qualitative research have continued to rapidly develop and evolve. The seventh edition of *An Introduction to Qualitative Research* aims to keep up with these developments and has adapted the book's focus to reflect this. Flick explores a great variety of concrete methods for collecting and interpreting data and highlights their different hypotheses, aims, application and limits. Whether a novice to the field or experienced researcher this edition is designed to assist decisions for methodological strategy and is the ultimate guide for conducting qualitative research.

This edition is made up of six parts. Part 1: Foundations of Qualitative Research gives the reader an overview that includes the why and how to do qualitative research, theoretical frameworks that support the approach and key methods of data collection. Once you've laid the foundations for qualitative research, Part 2: Research Design clearly sets out a step-by-step process for planning and conducting a qualitative research project. It includes information on how to form your research question, act ethically and use existing literature. As an aspiring coaching psychologist I found these parts integral to the initial planning processes of my research project. They formed a foundation on which I could build my project step by step and make informed decisions about the design of my project.

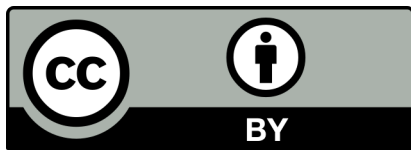
Part 3: Verbal Data goes into more detail about how to collect verbal data and different approaches such as interviews, focus groups or narrative data. Part 4: Data beyond talk explores how you could use observations, visual data and documents. Flick also includes a new chapter that focuses on the growing interest and importance of digital and social media research. The reader is able to explore how they could use social network sites or social media to conduct qualitative research and the advantages or issues of using these environments. Flick acknowledges how social media is (almost) everywhere and is therefore relevant to the communities that psychologists serve. Possible research questions have been mapped out within the chapter and include exploring the impact of usage, understanding both positive and negative experiences of being involved in social media and how users present themselves on social media platforms. This could be

particularly useful to trainee psychologists planning their thesis project.

Part 5: Qualitative Data Analysis takes the reader through different methods of analysis. This includes transcription, coding and analysing naturally occurring data. In the final section, Part 6: Grounding, Writing and Outlook, Flick goes back to the context and methodology of qualitative research. The issues of grounding and writing are addressed and finished with a new outlook in his final chapter. In Chapter 31: State of the Art and the Future, Flick offers his reflections on current methodological trends, where future developments in qualitative research may lead and how we learn and teach qualitative research. Flick also highlights the importance of continued discussion around the internationalisation, diversity and decolonisation of social science methodologies in general. As a novice researcher, I am keen to explore ways in which participatory approaches to research can be optimised that allow the participants' voice to be heard and shared in a meaningful way to them and their communities. As psychologists it's especially important to design and conduct research that promotes the participation of the diverse communities we serve.

In spite of qualitative research being well established, the methodological trends demonstrate it's still in the process of further establishing and is open to be challenged by new discussions, critiques and demands. I therefore doubt this will be Flick's last edition of this book.

Whether you are a student, lecturer or experienced researcher this book offers an essential and comprehensive guide. Flick has included a research navigator, present at the start of each chapter, which acts as an accessible feature that supports the reader to build a qualitative research project step by step or logically find relevant chapters to solve day to day practical issues and problems in qualitative research. Students also have access to concept videos and recommended further reading and lecturers can download PowerPoint slides for each chapter. This makes it a fantastic tool in any researcher's toolbox, and perhaps of particular interest to trainee psychologists who are in the process of designing their thesis project.



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