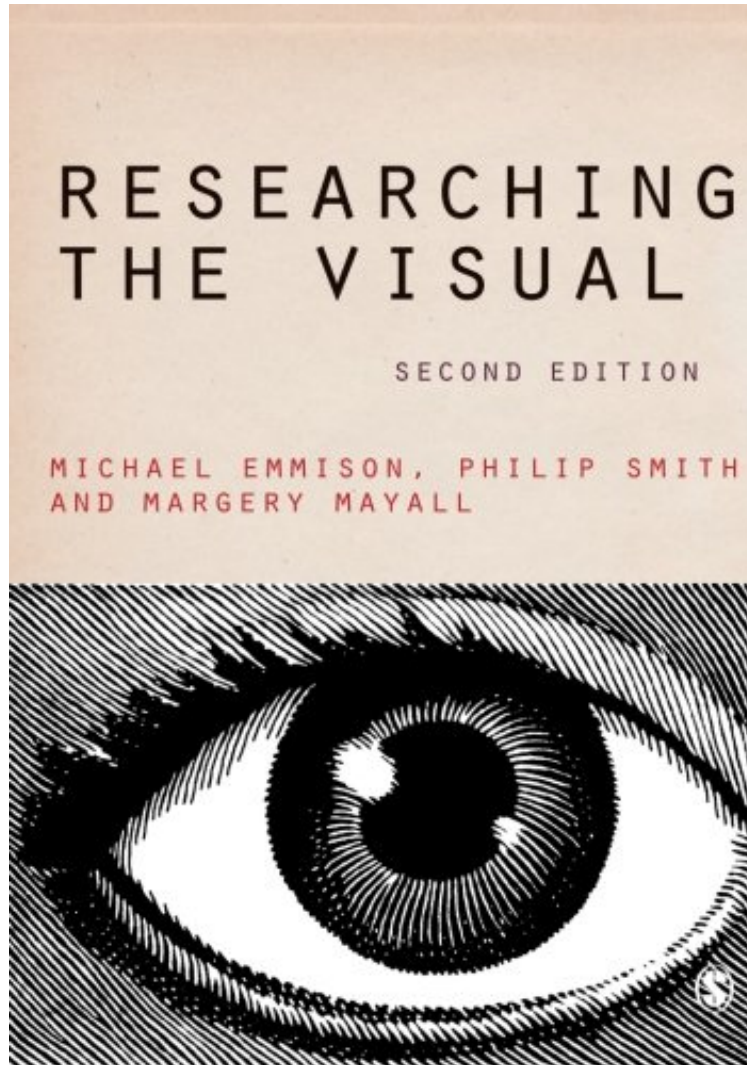


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Researching the Visual (Introducing Qualitative Methods series)

Michael Emmison, Philip D Smith, Margery Mayall
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Michael Emmison, Philip D Smith, Margery Mayall : Researching the Visual (Introducing Qualitative Methods series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Researching the Visual (Introducing Qualitative Methods series):

This exciting Second Edition provides an overview of the field of visual research by drawing on the contributions of traditions as diverse as semiotics, ethnomethodology, symbolic interactionism and material culture studies and by demonstrating their potential application for the visual researcher. The new edition includes fully updated exercises

which show students how low-tech, low-budget visual research can provide methodologically sophisticated ways of testing and developing cultural theory. The book also addresses the ethical considerations that are relevant to visual researchers. Generously illustrated with images and diagrams, this new edition is the perfect companion to those doing visual research projects and writing dissertations and theses.

The book has a solid practical feel to it, and although it deals philosophically with leading theorists such as Foucault, Goffman, Bourdieu and Hall it grounds the practice of visual research into everyday use... Weaved cleverly throughout are numerous practical exercises which draw together the theoretical concepts and give them a grounded rational element. This book is a valuable research tool and I would anticipate that many researchers will find it a worthwhile addition to their armoury' - "Mental Health Care "This is a very useful book indeed for students; and a welcome reminder to academics about observational methods made unfashionable by ethics committees and critical ethnography' - "Qualitative Research "It is one of the best available textbooks on visual research methodology, particularly for those who are interested in anthropology and theoretical sociology' "- A K Sinha, Sociological Bulletin...Although the book does not explicitly say that this would be useful for educational researchers, the content and style does lend itself well to be a useful methodological resource for those educationalists engaged in research or postgraduate study who are curious about visual methods. And for the adventurous, the many excellent examples of exercises and projects and the illustrations throughout will provide a good place to start. This book would also be a positive addition to the reading list of any lecturers who are keen to explore visual methods with their students. --Jill Clark, School of Education, Communication and Language Sciences, Newcastle University

The Impact of the Social Sciences provides wide-ranging new data on how non-academic impact occurs in social, business or policy contexts as well as identifying the types of research and researcher best placed to produce these 'auditable or recordable occasions of influence'. It also proposes the idea of 'a hidden iceberg mass of knowledge' called the Dynamic Knowledge Inventory that builds up in the public domain and remains dormant, ready for some unspecified use. This framework also highlights the collective and cumulative nature of social science research available to user communities. As REF impact case studies and 'Pathway to Impact' statements rely on specific impacts emerging from individual research projects, the Dynamic Knowledge Inventory challenges a major assumption of the impact agenda. --Jacqueline Aldridge, Kent Business School, University of Kent

Stocked with artful new insights, methods and observations without jettisoning more enduring concerns, the field of visual research as presented here is a very welcome sight. David Rowe University of Western Sydney

In this newest edition, the authors take visual research far beyond the study of two-dimensional images to show readers how observational techniques can be marshalled to analyze public and private spaces in the built environment, human interaction and the culture of everyday life. Researching the Visual is a real eye-opener. David Grazian University of Pennsylvania

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About the Author After nearly four decades at the University of Queensland, Michael Emmison retired in 2012 from his position as Reader in the School of Social Science. He is currently an Honorary Reader and Research Fellow and is still active in a number of areas of research, particularly visual social inquiry and language and social interaction. His most recent book is Researching The Visual, 2nd edition, co-authored with Philip Smith and Margery Mayall, published by SAGE in 2012.