



# The Long Interview (Qualitative Research Methods)

*Grant McCracken*

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**The Long Interview** provides a systematic guide to the theory and methods of the long qualitative interview or intensive interviewing. It gives a clear explanation of one of the most powerful tools of the qualitative researcher. The volume begins with a general overview of the character and purpose of qualitative inquiry and a review of key issues. The author outlines the four steps of the long qualitative interview and how to judge quality. He then offers practical advice for those who commission and administer this research, including sample questionnaires and budgets to help readers design their own. The author introduces key theoretical and methodological issues, various research strategies, and a simple four-stage model of inquiry, from the design of an open-ended questionnaire to the write up of results.

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