



Literature for SKPM12, Strategic Communication: Qualitative Methods applies from spring semester 2018

Literature established by the board of the Department of Strategic communication on 2017-10-24 to apply from 2017-10-30

Alvesson, Mats & Sandberg, Jörgen (2013). *Constructing research questions: Doing interesting research*. London: Sage [ISBN 9781446255933, 138 pages] E-book

Brinkmann, Svend & Kvale, Steinar (2015). *InterViews: Learning the craft of qualitative research interviewing*. Los Angeles: Sage Publications. [ISBN 9781452275727, 405 pages]

O'Reilly, Karen (2012). *Ethnographic methods*. London: Routledge. Chapter 1-4, 6, 9 [ISBN 0415561817, 155 pages] E-book

Prasad, Pushkala. (2017). *Crafting qualitative research: Beyond the post-positivist traditions*. Armonk N.Y.: M.E. Sharpe. [ISBN 9780765641595, 250 pages] E-book

A compendium of articles on alternative methods, application analysis and analyses will be added (approx 150 pages).

During the exam, the student chooses academic literature on qualitative research methods of his/her own choice [approx 100 pages].

Total number of pages: 1300