



Researching the Visual (Introducing Qualitative Methods series)

Michael Emmison, Philip D Smith, Margery Mayall

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This second edition provides an excellent overview of the field by covering the traditional themes and current trends in image centred photographic visual inquiry but extends this by demonstrating the rich possibilities available through the analysis of everyday objects, places and interactions. The book includes chapters on researching 2D and 3D visual data, along with lived and living visual data, and also features a brand new chapter on researching the virtual world of the internet.

Drawing on theoretical traditions as diverse as semiotics, ethnomethodology, symbolic interactionism and material culture studies, the second edition provides an invaluable guide for researchers interested in conducting innovative visual inquiry. Packed with exercises and projects, the book makes it easy for students to undertake their own research with limited resources and budget. The new edition also features helpful icons alerting researchers to important ethical considerations that are vital in the field of visual research.

Generously illustrated with images and diagrams, this new edition is the perfect companion to those doing projects, dissertations or theses involving visual research.

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