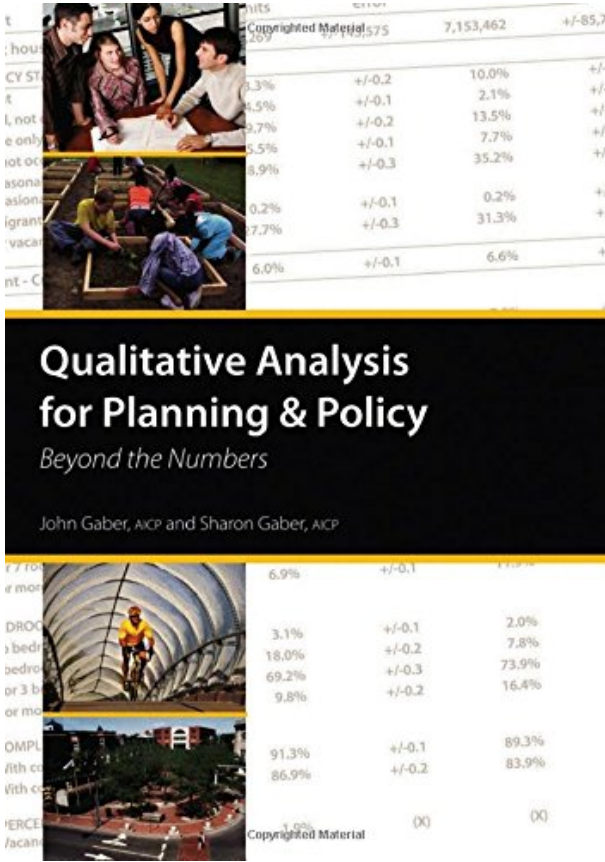


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Census data, population projections, trip estimates. Planners know numbers. But numbers don't always tell the whole story. Qualitative analysis—which yields data in words and images rather than numbers—is an important tool in any research project.

Planners can use field research, photography, focus groups, and content analysis and meta-analysis to develop compelling data for a variety of uses. This book explains how to use and adapt these techniques and how to integrate these methods with more traditional qualitative research.

Chapters offer step-by-step guidance to setting up various kinds of qualitative research projects, collecting data, organizing data, and analyzing data. Case studies show how a mix of qualitative and quantitative research can help planners build consensus and tackle large, complicated projects.

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