



SUCCESSFUL QUALITATIVE RESEARCH: A PRACTICAL GUIDE FOR BEGINNERS
PESQUISA QUALITATIVA DE SUCESSO: UM GUIA PRÁTICO PARA INICIANTES
INVESTIGACIÓN CUALITATIVA DE UN ÉXITO: UNA GUÍA PRÁCTICA PARA INICIANTES

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It is a work by Virginia Braun, a psychologist, associate professor at the School of Psychology at the University of Auckland, New Zealand, and Victoria Clarke, a psychologist, associate professor in the Department of Psychology at West of England University, UK. It is titled "Successful qualitative research: a practical guide for beginners".¹ It is published in English, by the publisher Sage, in the year 2013, in the versions e-book and printed, without editions in other languages. It is structured in four sections and 13 chapters and is organized in such a way as to lead the reader to an understanding of the epistemological and ontological presuppositions that underpin the qualitative research paradigm. Particular methodological premises of this type of research are pervaded, the particularities of the phases that constitute it - from the production of the data to the analysis - and the specificities for its publication.

It is believed, in spite of turning to the beginning researchers - due to the proposal of the title - and to be eminently practical - given its guiding nature -, which favors the appropriation of knowledge by readers of various levels of formation that want to improve their research with qualitative design.

The phases of qualitative research are described through rich examples of empirical research, comparative tables of the most common methodological approaches and access to complementary material related to data acquisition steps, such as interviews, structure of data analysis, among others. Questions for discussion and exercises are available that can be useful tools in the disciplines and courses related to the qualitative approach.

Experiences, not always successful, are shared in the development of research, which allows the reader to confront them with the possible difficulties that may arise in the course of their own investigations. It is added, of course, that the

authors are proposers of a particular type of thematic analysis that they have developed throughout their experience as researchers, that the work is dedicated, to a large extent, to this methodological approach in the context of qualitative research.

The six phases that make up Braun and Clarke's thematic analysis are described in a systematized way: familiarization with the data; coding; the search for patterns or themes; the revision of the themes; the naming of the themes and the production of the research report. This particular type of thematic analysis is compared with other qualitative approaches, and this makes the book extremely interesting to researchers because it enables the understanding of the convergent and divergent points of different approaches. There is a relevant reading for researchers who use or intend to use this thematic analysis.

It is worth noting that, although the work presents a view from the point of view of Psychology, considering the field of training of the authors, it is of great assistance both for the researchers, who try to improve the qualitative delineation of their investigations, with emphasis for the use of thematic analysis, for those who teach and guide research in the various levels of health education, whether in the scope of undergraduate or *Stricto sensu* postgraduate studies.

REFERENCES

1. Braun V, Clarke V. Successful qualitative research: a practical guide for beginners. Thousand Oaks: Sage; 2013.

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