



Researching the Visual (Introducing Qualitative Methods series)

Michael Emmison, Philip D Smith, Margery Mayall

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This exciting **Second Edition** provides an overview of the field of visual research by drawing on the contributions of traditions as diverse as semiotics, ethnomethodology, symbolic interactionism and material culture studies and by demonstrating their potential application for the visual researcher. The new edition includes fully updated exercises which show students how 'low-tech, low-budget' visual research can provide methodologically sophisticated ways of testing and developing cultural theory. The book also addresses the ethical considerations that are relevant to visual researchers.

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

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