



Little Quick Fix: Use your interview data

Helen Kara

London: Sage Publishing, 2019. 120pp. \$9.00 / £6.99

ISBN-10: 1526491109 ISBN-13: 978-1526491107

<https://us.sagepub.com/en-us/nam/do-your-interviews/book265898>

Review by Linda Baines. First published online 5 September 2019.

To be published in *The Independent Scholar* Vol. 6 (forthcoming).

“Little Quick Fix: Use your interview data” by Helen Kara is part of a series issued by Sage Publishing. The books in the series claim to offer quick and clear answers to the problems and challenges which a researcher can encounter in undertaking a research project.

The book – and indeed the series – is aimed at and is ideal for students who are new to research; it also offers experienced researchers new insights and suggestions for looking at things differently.

In this book Helen Kara discusses approaching your interview data systematically, getting to know your data, devising and using a coding frame, devising and using emergent coding, analysing your data, and what to do next after identifying themes in the data. Helen presents her material in seven short sections which are written in an easy-to-read style. The text explains complex concepts clearly and is free of any jargon.

The book includes checkpoints and quizzes along the way to reinforce key learning points. There is also a glossary of key terms and concepts. The books are beautifully designed, small enough to slip into a pocket, and can be read in a short lunch hour or long coffee break, so they are tempting in their own right.

Helen Kara’s approach to her material helped me to frame my own approach to interview data and gave me ideas for new approaches; as a result, I came away feeling reenergised about my own current research project. I will also be using the book as a guide and reference for future research.

Essential reading - highly recommended.

Linda Baines, PhD is an independent researcher and a visiting researcher at the University of Southampton (Great Britain). She has experience in commercial contract management and is currently researching and writing about disability in the context of business and management research, and also about social responsibility.

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