

**Reflexive methodology : new vistas for qualitative research / Mats Alvesson and Kaj SkoI?ldbe**

Alvesson, Mats, author

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**Abstrak**

Introduction: the intellectualization of method -- (Post-)positivism, social constructionism, critical realism: three reference points in the philosophy of science -- Data-oriented methods: empiricist techniques and procedures -- Hermeneutics: interpretation and in sight -- Critical theory: the political and ideological dimension -- Poststructuralism and postmodernism: destabilizing subject and text -- Language/gender/power: discourse analysis, feminism and genealogy -- On reflexive interpretation: the play of interpretive levels -- Applications of reflexive methodology: strategies, criteria, varieties