



# Analyzing Visual Data (Qualitative Research Methods)

*Michael S. Ball, Gregory W H Smith*

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This volume provides a basic framework for using visual data - namely still photographs - as a tool for social analysis. The authors determine the importance of theoretical assumptions in analyzing these data and provide advice on how to use photographs in cognitive, symbolist and structuralist research. The book is richly illustrated with examples ranging from Native American masks to perfume advertisements.

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