



## Was ist grounded theory? (German Edition)

*Sven Mally*

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Essay aus dem Jahr 2009 im Fachbereich Soziologie - Methodologie und Methoden, Note: 1,7, Justus-Liebig-Universität Gießen, Veranstaltung: Lehrforschungsprojekt "Analyse visueller Kommunikation", Sprache: Deutsch, Abstract: Dieser Essay soll die qualitative Forschungsrichtung der „Grounded Theory“ erläutern, welche über die systematische Auswertung von vorrangig qualitativen Daten Theorien generieren möchte, um Gedankengänge über die soziale Wirklichkeit anzustellen und diese zu erforschen. So ist sie zunächst einmal als Meta-Theorie zu bezeichnen. Diese Bezeichnung würde ihr aber nicht vollends gerecht werden, da sie auch über eine systematische Sammlung von Einzeltechniken und Leitlinien zur Datenaufbereitung und -analyse, zur systematischen Zusammenstellung der empirischen Daten und ihrer Konzeptualisierung verfügt. Ihre Originatoren und Fürsprecher legen jedoch viel Wert darauf, dass diese keine „starre[n] Anweisungen oder Kochrezepte“ sein sollen (STRAUSS/CORBIN 1996: 10).

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