Studying Japan is the first comprehensive guide on qualitative methods, research designs and fieldwork in social science research on Japan. More than 70 Japan scholars from around the world provide an easy-to-read overview on qualitative methods used in research on Japan’s society, politics, culture and history. The book covers the entire research process from the outset to the completion of a thesis, a paper, or a book. The authors provide basic introductions to individual methods, discuss their experiences when applying these methods and highlight current trends in research on Japan.

The book serves as a foundation for a course on qualitative research methods and can also be used as a reference for all researchers in Japanese Studies, the Social Sciences and Area Studies. It is an essential reading for students and researchers with an interest in Japan!

With contributions by


**Essays:** Shinichi Aizawa, Daniel Aldrich, Genaro Castro-Vázquez, Sheldon Garon, Christopher Gerteis, Joy Hendry, Jun Imai, Aya H. Kimura, Lynne Nakano, Scott North, Patricia MacEachlan, Robert Pekkanen, Saadia Pekkanen, Nancy Rosenberger, Richard Samuels, Karen Shire, David Slater, Akiko Takeyama, Daisuke Watanabe, Tomiko Yamaguchi and many more.
# TABLE OF CONTENTS

**Foreword**
Franz Waldenberger
Ilse Lenz

**Introduction** Nora Kottmann and Cornelia Reiher

1. **How to begin research: The diversity of Japanese Studies** Roger Goodman
   1.1 Positioning one’s own research in Japanese Studies: Between Area Studies and discipline Verena Blechinger-Talcott
   1.2 Let the field be your guide Daniel P. Aldrich
   1.3 Studying marriage in Japan: A social anthropological approach Joy Hendry

2. **How to ask: Research questions** Gabriele Vogt
   2.1 Your research questions may change and that is ok Nicolas Sternsdoerffer-Cisterna
   2.2 Studying Japanese political behaviour and institutions Kenneth Mori McElwain
   2.3 Capturing social change in Japan David Chiavacci

3. **How to organise research: Research designs** Kaori Okano
   3.1 Developing a comparative study: Single women in Hong Kong, Tokyo and Shanghai Lynne Y. Nakano
   3.2 Contained serendipity as fieldwork in Japan: Studying Chinese people in Japan Jamie Coates
   3.3 The universe of cases: Agricultural cooperatives in Japan as a case study Kay Shimizu

4. **How to identify relevant scholarly debates: Reviewing the literature** Urs Matthias Zachmann
   4.1 Looking for sources in all the right places Patricia MacLachlan
   4.2 Ambiguity and blurred boundaries: Contextualising and evaluating heterogeneous sources Sonja Ganseforth
   4.3 Doing migration research in Japan: The roles of scholarly literature Gracia Liu-Farrer

5. **How to collect data: An introduction to qualitative social science methods** Akiko Yoshida
   5.1 Participant observation and interviews: Going with the flow and dipping in and out Emma E. Cook
   5.2 Transnational research in Japan Studies—an oxymoron? Studying cross-border labour mobility in globalising Japanese production organisations Karen Shire
   5.3 'Bullseye view on happiness': A qualitative interview survey method Barbara Holthus and Wolfram Manzenreiter

6. **How to do fieldwork: Studying Japan in and outside of Japan** Levi McLaughlin
   6.1 The cosmology of fieldwork: Relationship building, theoretical engagement, and knowledge production in Japan Anthropology Nana Okura Gagné
   6.2 A mobilities approach to ‘Japan’ fieldwork James Farrer
   6.3 Building arguments on national policies from everyday observations Hanna Jentzsch

7. **How to interview people: Qualitative interviews** Nora Kottmann and Cornelia Reiher
   7.1 The empire of interviews: Asking my way through Japan Christoph Brumann
   7.2 The art of interviewing: A Japanese perspective Tomiko Yamaguchi
   7.3 Talking through difficult topics Allison Alexy

8. **How to observe people and their environment: Participant observation** Christian Tagsold and Katrin Ullmann
   8.1 Of serendipities, success and failure and insider/outsider status in participant observation Susanne Kien
   8.2 Doing and writing affective ethnography Akiko Takeyama
   8.3 Reflections on fieldwork in post-bubble Japan: Gender, work and urban space Swee-Lin Ho

9. **How to access written and visual sources: Archives, libraries and databases** Theresia Berenike Peucker, Katja Schmidtpott and Cosima Wagner
   9.1 Clever approaches to tricky sources: How to extract information from business archives and war memorials Katja Schmidtpott and Tino Scholz
   9.2 Writing transnational history through archival sources Sheldon Garon
   9.3 Accessing quantitative data for qualitative research: White papers, official statistics and micro datasets Shinichi Aizawa and Daisuke Watanabe

10. **How to combine methods: Mixed methods designs** Carola Hommerich and Nora Kottmann
   10.1 Reflections on multi-method research Robert J. Pekkanen and Saadia M. Pekkanen
   10.2 Texts, voices and numbers: Using mixed methods to sketch social phenomena Laura Dales
   10.3 Examining facts from different angles: The case of the deregulation of employment relations in Japan Jun Imai

11. **How to analyse data: An introduction to methods of data analysis in qualitative social science research** David Chiavacci
   11.1 Negotiating the ethics of gathering research data in a subcultural context Katharina Hulsman
   11.2 Researching sex and the sexuality of Japanese teenagers: The intricacies of condom use Genaro Castro-Vázquez
   11.3 Studying economic discourse Markus Heckel

12. **How to make sense of data: Coding and theorising** Caitlin Meagher
   12.1 Cresting the wave of data Nancy Rosenberger
   12.2 Lost in Translation? Grounded theory and developing theoretical concepts Celia Spoden
   12.3 Coding: Mapping the mountains of ethnographic post-disaster data Julia Gerster

13. **How to systematise texts: Qualitative content and frame analysis** Celeste Arrington
   13.1 Qualitative content analysis: A systematic way of handling qualitative data and its challenges Anna Wiemann
   13.2 Analysis of biographical interviews in a transcultural research process Emi Kinoshita
   13.3 Qualitative content analysis and the study of Japan’s foreign policy Kai Schulze

14. **How to understand discourse: Qualitative discourse analysis** Andreas Eder-Ramsauer and Cornelia Reiher
   14.1 Media buzzwords as a source of discourse analysis: The discourse on Japan’s *herbivore men* Annette Schad-Seifert
   14.2 Analysing affect, emotion and feelings in fieldwork on Japan Daniel White
   14.3 From buzzwords to discourse to Japanese politics Steffen Heinrich

15. **How to finish: Writing in a stressful world** Chris McMerran
   15.1 Training your ‘writing muscle’: Writing constantly and theoretically Aya H. Kimura
   15.2 Writing stories Christian Tagsold
   15.3 Writing about Japan Richard J. Samuels

16. **How to conduct reliable and fair research: Good research practice** Cornelia Reiher and Cosima Wagner
   16.1 Fairness in research and publishing: The balancing act of cultural translation Isaac Gagné
   16.2 Digital oral narrative research in Japan: An engaged approach Noor Albazerbashi, Flavia Fulco, Robin O’Day and David H. Slater
   16.3 Writing for publication: Eight helpful hints Christopher Gerteis

17. **How to present findings: Presenting and publishing** James Farrer and Grace Liu-Farrer
   17.1 Finding an audience: Presenting and publishing in Japanese Studies Scott North
   17.2 Ethnographic film and fieldwork on active aging in rural Japan Isabelle Prochaska-Meyer
   17.3 Weird and wonderful: Popularising your research on Japan Brigitte Steger

---

**To order** please visit [www.nomos-shop.de](http://www.nomos-shop.de), send a fax to (+49)7221/2104-43 or contact your local bookstore.

All costs and risks of return are payable by the addressee. | 6293 | 16.04.2020