

# Doing Research in Fashion and Dress

**DOING  
RESEARCH  
IN  
FASHION  
AND  
DRESS**  
AN INTRODUCTION TO  
QUALITATIVE METHODS  
YUNIYA KAWAMURA



[Doing Research in Fashion and Dress\\_ 下载链接1](#)

著者:Yuniya Kawamura

出版者:Berg Publishers

出版时间:2011-3-15

装帧:Paperback

isbn:9781847885821

This book is specifically devoted to qualitative research methods in fashion studies. It traces the history of fashion studies and provides readers with a guided introduction to the entire research process. It gives an overview of the key methodological approaches such as ethnography, semiology, and object-based research, and shows the student reader how "to do" research by combining theoretical and practical perspectives.

Using case studies, the author outlines the major issues and methodological strategies that researchers employ, and examines the range of approaches in the field. Fashion, the author demonstrates, can be treated as a material object, an abstract idea, a social phenomenon, a system, a cultural value, or an attitude among many other approaches.

This book is a practical guide for those without prior experience in fashion research and, as such, it offers an ideal first text for students conducting research for the first time.

### 作者介绍:

Yuniya Kawamura is Associate Professor of Sociology at the Fashion Institute of Technology, State University of New York. She is the author of *The Japanese Revolution in Paris Fashion* (Berg, 2004) and *Fashion-ology: An Introduction to Fashion Studies* (Berg, 2005).

### 目录: Introduction: History of Fashion Studies

1. Theory and Practice
  2. Research Process
  3. Ethnography
  4. Survey
  5. Semiotics
  6. Object-based Research
  7. Other Methodologies
- Conclusion: Future Opportunities and Avenues of Fashion Studies Research  
Bibliography  
Index  
• • • • • ([收起](#))

[Doing Research in Fashion and Dress\\_ 下载链接1](#)

标签

时尚

学术

# 评论

非英语系国家的人写的英语书就是简单易懂啊！建议每个大学生都应该读一遍，才知道什么叫写论文

-----  
[Doing Research in Fashion and Dress\\_下载链接1](#)

# 书评

-----  
[Doing Research in Fashion and Dress\\_下载链接1](#)