This is a workshop in three parts. First, a brief commentary on the present situation of qualitative social inquiry, emphasizing current tensions around the aims and conduct of such research. Second, an interactive exercise in “finding and analyzing data” as an alternative to coding approaches built into commercially produced software packages. Third, an example of “microethnography of social interaction” in an analysis of a videotaped academic advising interview as manifesting interactional trouble and nondeliberate racism.