Data collection and analysis steps

Step 1: Define and refine search keywords

Step 2: Apply search keywords to Google search engine

Results

Step 3: Export search results

Search Results Collection A: URLs

Step 4: Apply inclusion/exclusion criteria to Search Results Collection A

Search Results Collection B: URLs

Step 5: Identify cases from Search Results Collection B

Case Collection A

Step 6: Apply Quality Assurance criteria to Case Collection A

Case Collection B

Step 7: Extract the relevant data from Case Collection B

Step 8: Coding the Data to Identify DT Types and Triggering Factors

Result in the identification of DT Cultural Industry types and their respective (Challenges or Opportunities) triggering factors

Step 9: Group DT Cultural Industry Types and Triggering Factors