

# *Research methods: Is everything a case study?*

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"if you want to make an apple pie from scratch, you must first create the universe"<sup>1</sup>

<sup>1</sup> Carl Sagan's apple pie recipe

## *Introduction*

This is a two-pager discussing case study research methodologies. It first discusses what a case study is, and why you might use this approach. Then two key issues for case research are discussed: the duality criterion and sampling. This is followed by a brief discussion of whether "everything" is really a case study, and what the consequences are for our research.

## *What and why*

## *The duality criterion*

## *Sampling approaches*

## *Is everything a case study?*

## *Consequences for us*

## *A need for formality?*

## *Addressing the duality criterion*

## *Defendable sampling approaches*

## *References*

Robert Bringhurst. *The Elements of Typography*. Hartley & Marks, 3.1 edition, 2005. ISBN 0-88179-205-5.

Edward R. Tufte. *Envisioning Information*. Graphics Press, Cheshire, Connecticut, 1990. ISBN 0-9613921-1-8.

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