

Wrap-up: case studies

Intro: Qualitative analysis

2023

Case study protocol

quiz questions

Quiz question 1

- Which of the following statements about case study protocol part A is correct?
 - A. Literal replication is a rationale for single case design
 - B. Embedded case design provides more compelling evidence than holistic case design
 - C. Holistic case studies examine multiple units of analysis
 - D. None of those

Quiz question 1

- Which of the following statements about case study protocol part A is correct?
 - A. Literal replication is a rationale for single case design
 - B. Embedded case design provides more compelling evidence than holistic case design
 - C. Holistic case studies examine multiple units of analysis
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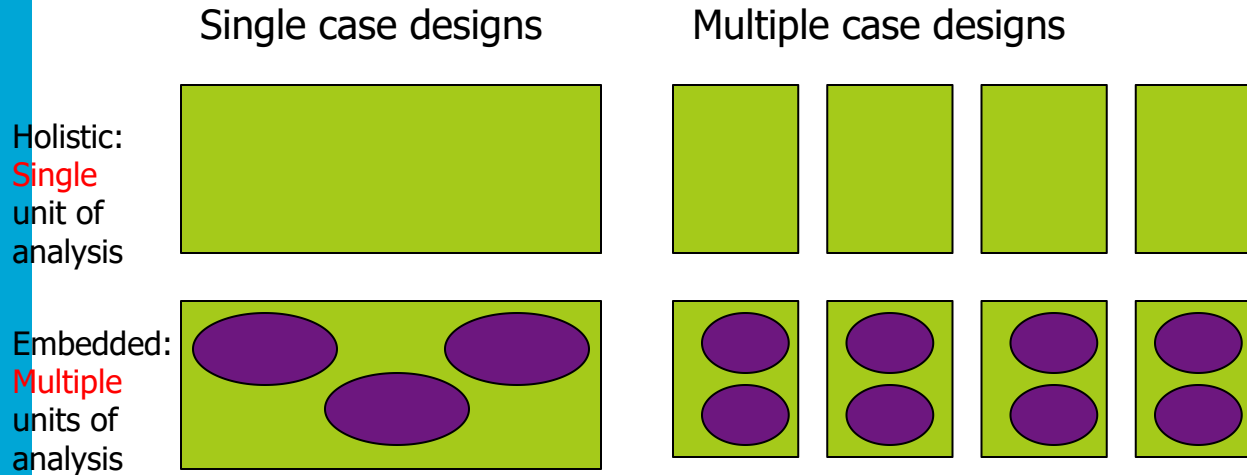
See lecture video 2

- Explain core choices within each element of the case study protocol

A. Overview of the case study

- objectives and auspices
- case study substantive issues (e.g. case selection criteria, rationale for selecting the case, propositions / hypotheses being examined)
- relevant readings about the topic being investigated

Case study selection: designs



- Critical case
 - Extreme/unique case
 - Representative/typical case
 - Revelatory case
 - Longitudinal case
- Replication logic
 - literal
 - theoretical

Yin 2018

Quiz question 2

- Correct or incorrect: The unit of data collection and unit of analysis may differ

See lecture video 3

- Explain core choices within each element of the case study protocol

B. Data collection procedures, e.g.:

- identification of likely sources of data
- access to interviewees / organizations
- presentation of credentials to field contacts
- procedures for protecting human subjects
- other logistical reminders

Quiz question 3

- Which of the following statements about protocol questions is correct?
 - A. Protocol questions describe what types of data are planned to be collected
 - B. Protocol questions describe the intended audience for the case report
 - C. Both are correct
 - D. Both are incorrect

Quiz question 3

- Which of the following statements about protocol questions is correct?
 - A. Protocol questions describe what types of data are planned to be collected
 - B. Protocol questions describe the intended audience for the case report
 - C. Both are correct
 - D. Both are incorrect

See lecture video 4

- Explain core choices within each element of the case study protocol

C. Protocol questions

- the specific questions that the case study researcher must keep in mind in collecting data
- the potential sources of evidence for addressing each question
- unit of analysis

Quiz question 4

- Which of the following statements about case study protocol part D is correct?
 - A. Protocol part D forces the researcher to think about the audience of the case study report in advance
 - B. Protocol part D may outline the extent of documentation for the case study report
 - C. Both are correct
 - D. Both are incorrect

Quiz question 4

- Which of the following statements about case study protocol part D is correct?
 - A. Protocol part D forces the researcher to think about the audience of the case study report in advance
 - B. Protocol part D may outline the extent of documentation for the case study report
 - C. Both are correct
 - D. Both are incorrect

See lecture video 5

- Explain core choices within each element of the case study protocol

D. Tentative outline for the case study report, e.g.:

- likely audience
- data format and analysis
- use and presentation of other documentation
- bibliographic information

Feedback on assignment 4

Intro module 7: Qualitative analysis

What is qualitative data?

- Data in form of words
 - Interview notes
 - Transcriptions
 - focus groups, open-ended questions, video recordings
 - Text from the Internet
 - News articles

Assignment 1

Why qualitative research?

- What are reasons for conducting qualitative research?
- Menti.com
- Code:

Feedback / Q&A

Why qualitative research?

- To develop theory on (new) phenomenon
- To explore new concepts in-depth
- To generate hypotheses
- To specify hypotheses
- To trace the direction of causality
- To gain a rich understanding of causality
- To understand the process of change

Assignment 2

Qualitative vs quantitative research

- Which characteristics are typical for qualitative research, which ones for quantitative?
- The faster you answer, the more points you get
- Menti.com
- **Code:**

Feedback / Q&A

Qualitative vs quantitative research (1)

Qualitative	Quantitative
(Usually) Non-probability based sample	Typically a probability-based sample
Non-generalizable, lived experience, grounded	Generalizable
Answers Why? How?	Answers How many? When? Where?
Formative, earlier phases	Tests hypotheses, latter phases
Theory building	Theory testing
Data are “rich”, holistic, and time-consuming to analyze	Data are collected more efficient, but may miss contextual detail
Design may emerge as study unfolds	Design decided in advance
Researcher IS the instrument	Various tools, instruments employed

Feedback / Q&A

Qualitative vs quantitative research (2)

Qualitative	Quantitative
Words	Numbers
Point of view participant	Point of view researcher
Researcher closely involved	Researcher on distance
Theory development	Theory testing
Process	Static.....although longitudinal
Unstructured	Structured
Contextual understanding	Generalization
Rich deep data: multiple sources of data	Hard reliable data: single source of data
Micro	Macro
Meaning	Behavior, perceptions, attitudes
Natural setting	Artificial setting, although.....

Assignment 3

Qualitative research question

- Write down one research question on the topic of data and business models that can typically be answered using qualitative research
- Focus on gaining in-depth insights, not on frequencies
- For inspiration: use theme of data and business models
- Pass to neighbor and discuss feedback (5 min.) – TA and I will walk around
- Together improve the question, if needed
- Enter the question in Mentimeter (menti.com, **code:**
- Class discussion & feedback

Feedback / Q&A

Qualitative research question

- The defined research question can be answered using qualitative research
 - The question answers how or why a situation is as it is (it does not necessarily need to start with these words)
 - The question is focused on contextual understanding, on obtaining in depth insights and thoroughly understanding a certain phenomenon in reality
 - The question is focused on theory building rather than theory testing