

MOT2312 Re-exam questions – Qualitative research

Case study design

Question 6 (3 points):

Robert Yin (2018) describes four main criticisms on case study research. Mention two of these four criticisms and provide a solution to deal with each of these criticisms.

Answer model

Two of the following four criticisms with a relevant solution.

1. Criticism: Lack of rigor / not following systematic procedures (0,5 point)
 - Solution (one of the following):
 - Use systematic procedures (1 point)
 - Use a case study protocol (1 point)
 - Use a clear outline of what needs to be done as part of the case study to avoid sloppy practices. (1 point)
2. Criticism: Little basis for generalization / how can you generalize from a single-case study (0,5 point)
 - Solution (one of the following):
 - Focus on generalizing theoretical propositions (like experiments) / expanding and generalizing theories (analytic generalizations) and not extrapolating probabilities (statistical generalizations) (1 point)
 - Conduct multiple case studies (1 point)
3. Criticism: Unmanageable level of effort / take much time (0,5 points)
 - Solution (one of the following):
 - Collect data that does *not* depend solely on ethnographic or participant-observer data. (1 point)
 - Develop a clear case study protocol / set clear goals for the case study (1 point)
4. Criticism: Too much detail, getting lost in materials / Case studies typically have many points of interest and combine multiple information sources (0,5 point)
 - Solution (one of the following):
 - Use systematic procedures (1 point)
 - Use theoretical propositions to guide the search for data within the case (1 point)

It is also fine if students mention one of the five case study misunderstandings as described by Flyvbjerg: 1) theoretical knowledge is more valuable than practical knowledge (0,5 point); 2) one cannot generalize from a single case (0,5 point), 3) the case study is most useful for generating hypotheses, not for testing them (0,5 point), 4) the case study contains a bias toward verification (0,5 point), 5) it is often difficult to summarize specific case studies (0,5 point)), as long as they formulate them as a criticism and provide a salutation for the criticisms using argumentation from e.g. lecture 4b, video 3 (slides 17-21).

Point assignment

0,5 point for each criticism (0,5x2 = max 1 point)

+ 1 point for each correct solution to deal with the criticism (1x2=max 2 points)

= maximum of 3 points in total.

Incorrect answers

- No solutions are mentioned.
- Solutions are mentioned only for one of the criticisms, not for both of them.
- The mentioned solutions do not relate to the mentioned criticisms.
- Three criticisms without a solution.

Question 7 (3 points):

Case study research often involves triangulation. List three ways in which triangulation can be done and explain each way in one sentence.

Answer model:

Three of the four types of triangulation need to be mentioned:

1. Triangulation between data collection methods (0,5 point). This refers to combining, comparing, and contrasting the findings from multiple methods for data collection, such as interviews, observations, and document analysis. (0,5 point)
2. Triangulation between data sources (0,5 point). This concerns the combination of types of data sources such as public and private sources, using sources at multiple moments over time, and using data sources that provide different perspectives. (0,5 point)
3. Triangulation between analysts (0,5 point). This refers to using multiple analysts: let them do an analysis independent of each other and compare the findings from each analyst. (0,5 point)
4. Triangulation between findings and theory (0,5 point). This refers to comparing and contrasting findings and theory. (0,5 point) (This can help to understand how different theoretical assumptions affect the findings, and to illuminate inconsistencies.)

Point assignment

0,5 point for each correct type of triangulation (3x0,5=1,5)

0,5 point for each correct explanation (3x0,5=1,5)

Max. 3 points in total

Incorrect answers:

- Other ways of triangulation than the four ways mentioned above are incorrect.
- Fewer points: the form of triangulation is not explained.

Qualitative analysis / coding

Question 8 (2 points):

The following question is based on Susha, I., D. Rukanova, B., Gil-Garcia, R.J., Tan, Y.H., & Gasco, M. (2019). Identifying mechanisms for achieving voluntary data sharing in cross-sector partnerships for public good. In *Proceedings of the 20th Annual International Conference on Digital Government Research* (pp. 227-236).

In this study, the authors use a multiple case study approach to investigate how voluntary information sharing to create public value is achieved and what the drivers and mechanisms are to achieve public value. Their data collection included, among others, the analysis of qualitative data derived from documents and policy reports. Discuss the three main steps that Susha et. al. (2019) could have taken in their qualitative data analysis. Explain each step in one sentence.

Answer model:

1. Data reduction, which refers to the process of selecting, coding, and categorizing the data.
2. Data display, which refers to ways of presenting the data. (A selection of quotes, a matrix, a graph, or a chart illustrating patterns in the data to better understand the data.)
3. Drawing conclusions, which is done through various iterative processes. (including preliminary conclusions, intermediate and final conclusions)

Point assignment

Max 2 points.

If one correct step is mentioned (with correct explanation), 1 point is given.

If two correct steps are mentioned (with correct explanation), 1,5 points are given.

If three correct steps are mentioned (with correct explanation), 2 points are given.

Incorrect answers:

- Other steps than the three steps mentioned above are incorrect.
- The step is not explained (max. 1 sentence).

Question 9 (2 points)

Read the following quote, which was taken from an interview with Mark Zuckerberg (November, 2021):

“There was a kernel with Instagram and with WhatsApp...where I just looked at that and I was like, okay. I think people often tend to look at these social apps and think that they’re frivolous early on. They think that these dynamics aren’t important — oh, it’s filtered photos or oh, it’s disappearing photos...

But I kind of looked at those and I was like, hey, I think that there’s something that’s important here. I think the world is probably underestimating this, and I also think that we have the skills as a company to go grow these things to reach more than a billion people around the world, because we’d done that with the core Facebook experience and I think there’s two skills there. There’s sort of the building the social experience, and then there’s the helping to ramp up a network around that, and that, I think, is also a core competence. So, I don’t know what would have happened with Instagram if we hadn’t bought it. I don’t think it’s guaranteed that it would have grown to be as big as it is.”

A researcher is interested in the motivations for Facebook to acquire Instagram and Whatsapp. She defined a coding category called ‘purchase motivations’. Based on the quote above, suggest two codes that fall within this coding category.

Answer model:

Two of the following codes, each from a different bullet (so one per line at most):

- kernel / interesting kernel
- social experience / building the social experience
- network / ramp up a network / network creation
- growth potential / opportunity for growth / company growth / global reach/ unrealized potential outreach / potential similar to Facebook
- in-house skills / skills / appropriate skills
- matches core competences
- app dynamics

Incorrect answers:

- a sentence or fragment from the text is mentioned instead of a short code (no more than four words – ideally a single word or combination of two words);
- codes are not derived from the quote above;
- codes of the same line are both mentioned (e.g. ‘building the social experience’ AND ‘social experience’ are mentioned both).