MOT2312 Exam questions – Answer model Q7-Q10

Question 7 – Case study design (3 points max. 150 words):

The question on this page is based on Arenas, A. E., Goh, J. M., & Matthews, B. (2019). Identifying the business model dimensions of data sharing: A value-based approach. *Journal of the Association for Information Science and Technology*, *70*(10), 1047-1059.

> This study aimed to investigate the underlying business model of organizations that have data sharing at the core of their activities. Previous work has stressed that data-sharing projects need to be sustainable in the long term, and highlighted the need for a deeper understanding of the operation model of existing data-sharing initiatives. To investigate this important issue, we took a qualitative approach to uncover the dynamics of value creation in data sharing. Using a case study method, we examined two data-sharing sites across different areas. We conducted semi-structured interviews with managers from data centers and other stakeholders, and reviewed documents about the technical and managerial practices to determine the main characteristics of their business models. In addition, we applied the e3-value modeling methodology to tease out the value flows within each site. Our findings demonstrated the importance of the value network dimension of a business model, as data sharing relies on a set of actors creating and getting value in the process, and the significance of intangible assets. The main contributions of this study include extending current understanding on data-sharing business models by analyzing key dimensions, and uncovering how value is created and transferred in data sharing.

The study of Arenas, Goh & Matthews (2019) aimed to investigate the underlying business model of organizations that have data sharing at the core of their activities, using the central research question "How is value created through data sharing?" Discuss at least three criteria that determine why a case study is a suitable method for this research. Mention each criterion AND explain briefly why this criterion is relevant for this specific study (3 points)

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Answer model:
The criteria that determine that a case study is a suitable method for this study are as follows (at least 3 of the following):
- Case study research is typically used for how or why questions where researchers cannot manipulate the core concepts, which is the situation here. This study examined *how* value is created, as well as underlying mechanisms. (1 point)
- This study concerns a contemporary phenomenon in its real-life setting (e.g., what happens at existing organizations). (1 point)
- The boundaries between phenomenon and context may not be clearly evident (e.g., data sharing with/between whom). (1 point)
- In this study there are many variables of interest (business models, multiple actors involved, types of data, types of data sharing, public values, etc.). There are more variables than units to observe. (1 point)
- In this study, the authors want to obtain a deep understanding of the causal mechanisms / the operation model of existing data-sharing initiatives. Case studies are appropriate for gaining in-depth insights. (1 point)

- This study is focused on the development of new theory rather than testing an existing theory. Case studies are appropriate for obtaining new theoretical insights. (1 point)

Max. 3 points. The criteria should be mentioned and discussed in relation to the study.

Incorrect answers:
- To validate previous findings / extend our knowledge (this is the purpose of many other types of studies as well, not just a characteristic of case studies specifically)
- A multiple case study approach is used (this is not a criterion for using a case study approach – it is a type of case study research)
- The study is qualitative (case studies can also be quantitative, as explained during the lectures)
- The examined case concerns a unique case (this is not a criterion for using a case study approach – it is a rationale for choosing a single case study)
- Reliability (this is the purpose of many other types of studies as well, not just a characteristic of case studies specifically)
- Generalizability (this is the purpose of many other types of studies as well, not just a characteristic of case studies specifically)

If only the criterion has been mentioned, but not related to the research 0,5 points are assigned.
If only a quote from the abstract or characteristic of the study has been mentioned, but not the criterion 0,5 points are assigned.

Question 8 – Case study design (3 points max. 150 words)

The questions on this page are based on Arenas, A. E., Goh, J. M., & Matthews, B. (2019). Identifying the business model dimensions of data sharing: A value-based approach. *Journal of the Association for Information Science and Technology*, *70*(10), 1047-1059.

Arenas, Goh & Matthews (2019) conducted a qualitative study using a multiple case study approach of two organizations that have data sharing at the core of their activities.
   a. Provide one reason why it may be beneficial for this study to adopt a multiple case study approach compared to a single case study approach. (1 point)
   b. Discuss two rationales that can be used, in general, for conducting a single case study approach. Do not only mention the rationale, but also explain each rationale. (2 points)

Answer model question 8a:
   a. Reason for multiple case study design: The multiple case study approach allows the researchers to examine whether certain findings apply to different contexts ("we examined two data-sharing sites across different areas") (Literal and theoretical replication logic is also a correct answer if it is related to this study) (1 point).
Maximum 1 point

Also approved: increase the generalizability of the research (0.5 points) / see whether the two different cases lead to different findings (0.5 points)

Incorrect answers:
- The reason for using a multiple case study approach is not related to the study (commonly made mistake).

Answer model question 8b:
- b. Rationales for choosing a single-case study (two of the following):
- *Critical* case. This rationale would be critical to your theory or theoretical propositions. The theory should have specified a clear set of circumstances within which its propositions are believed to be true. You can then use the single-case to determine whether the propositions are correct or whether some alternative set of explanations might be more relevant. (1 point)
- *Unusual* case. A second rationale for a single-case arises when the case represents an extreme or unusual case, deviating from theoretical norms or even everyday occurrences. (1 point)
- *Representative / typical / common* case. Here, the objective is to capture the circumstances and conditions of an everyday situation —again because of the lessons it might provide about the social processes related to some theoretical interest. (1 point)
- *Revelatory* case. The situation of a revelatory case exists when a researcher has an opportunity to observe and analyze a phenomenon previously inaccessible to social science inquiry. (1 point)
- *Longitudinal* case. A longitudinal case is a case in which the same single-case is studied at two or more different points in time. (1 point)

Maximum two points.

NB. The rationales for b. do not need to be related to this specific study (as this was not asked for in the question).

Incorrect answers:
- Only the rationale is mentioned but not explained.
- Time and budget constraints

Question 9 – Qualitative data analysis (2 points max. 100 words)

Qualitative data analysis can sometimes be assessed using 'interjudge reliability'. Explain (in multiple sentences) what is meant with interjudge reliability. Both give a definition of interjudge reliability AND explain how interjudge reliability can be measured.

Answer model:
- Interjudge reliability can be defined as a degree of consistency between coders processing the same data (Kassarjian, 1977). (1 point)
- A commonly used measure of interjudge reliability is the percentage of coding agreements out of the total number of coding decisions. (0,5 point)
- As a general guideline, agreement rates at or above 80% are considered to be satisfactory. (0,5 point)

Incorrect answers:
- Explanation of others forms of reliability.

Question 10 - Qualitative data analysis / coding (2 points max. 20 words):

Read the following quote, which was taken from an interview with Mark Zuckerberg (October 28, 2021):

> "I think it's really important that the metaverse works for people, not just as consumers, but as creators, and that people economically have a stake in it as well. This is one of the lessons that I've taken away from the last five years of some of the issues that we've struggled with as well, is that it's not enough to just build a product that people love. There needs to be an ecosystem that's built around it where a large number of people have a stake in the success of that thing, and are benefiting not just as consumers, but also economically as it grows in order for it to be a sustainable enterprise in the world at the scale that we're talking about. For Facebook and Instagram, I think a lot of that has been, there have been creators on the platform, there are advertisers who are part of that, but I think for the metaverse, the creator economy is just going to have to be a very fundamental thing to it. My hope for this is that it's not just primarily a consumption oriented experience, like what I think the allusion that you were making to Ready Player One, but that this is something that a lot of people, millions of creators and developers will be active participants in and have an active stake in how it gets developed."

A researcher is interested in what could be success factors of the metaverse, a network of 3D virtual worlds focused on social connection. She defined a coding category called 'metaverse success factors', where success factors refer to factors on which a high score predicts commercial viability. 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 1 per line at most):
- People-oriented / people-centered (1 point)
- Humans a creators / creator economy (1 point)
- Economic stake / economic advantage / financial advantage / economic / economic growth (1 point)
- Ecosystem / product ecosystem / ecosystem around product (1 point)
- Sustainable enterprise (1 point)
- Advertisers / targeted advertisement (1 point)
- Active participants / Volume of participants (1 point)

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;
- the codes are mentioned on the same line (e.g. people-oriented and people-centered are mentioned both).
- Incorrect: the code: 'good product' / 'product that people love' is mentioned (because Zuckerberg states that a good product is not enough to be successful).
- Incorrect: the code 'consumption oriented experience' / 'consumer' is mentioned (because Zuckerberg states that this is not a success factor)
- Incorrect: 'metaverse' (this is not a success factor)