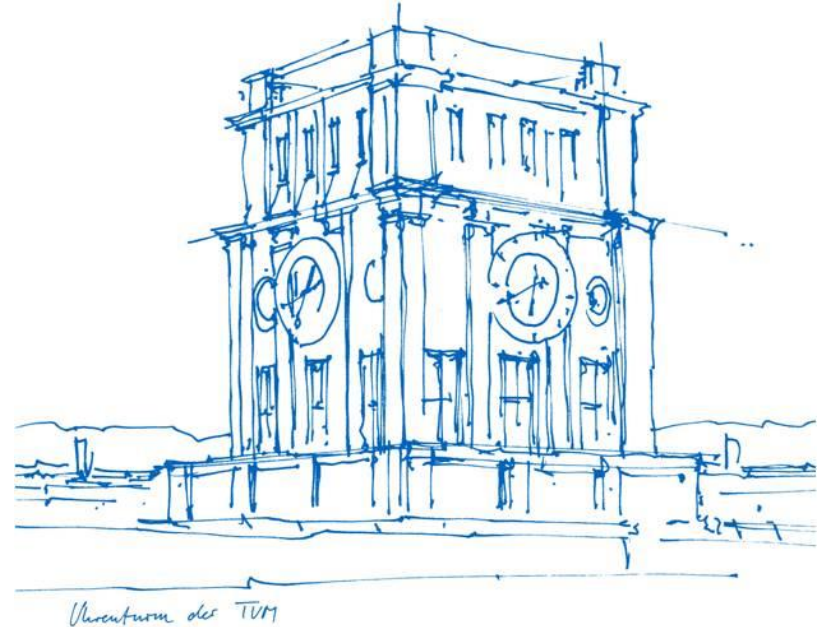


Thesis Seminar

Qualitative research

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Generating a research topic

(Systematic) literature search – state of research

Identification of research gaps

Formulation of research question

Theory choice

Formulating hypotheses

Planning research design

Pilot study

Data collection

Data analysis

Interpretation of results

Distributing / Communicating results

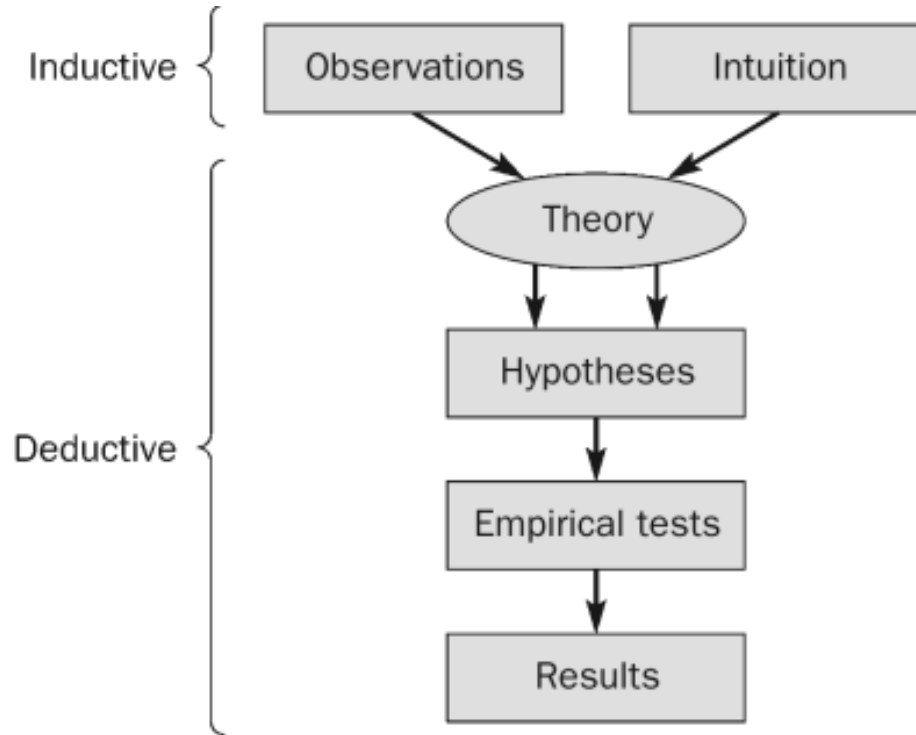
A red callout box with a white border and a pointer pointing to the 'Formulation of research question' step. The text inside is white.

Qualitative research



Inductive vs deductive

Remember this?



Which qualitative research designs do you know?



Qualitative research methods

Case Studies

Grounded theory

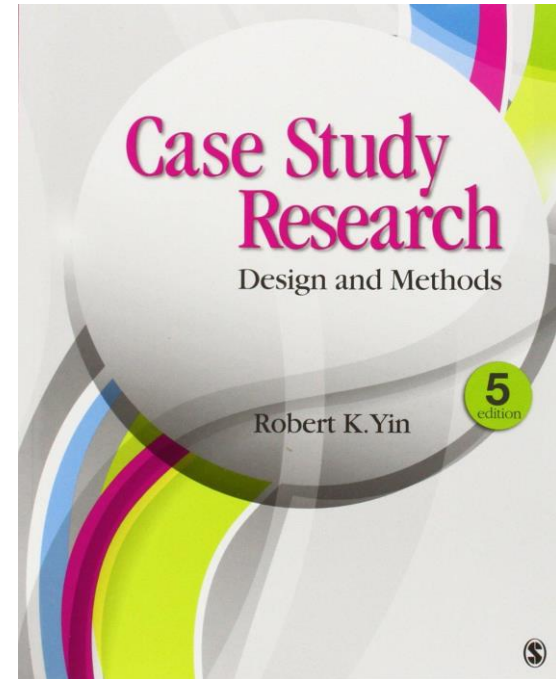
Ethnography

Action research

Design Science research

Case studies

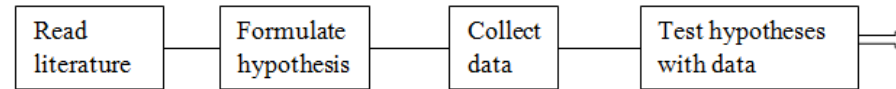
- Case studies are probably the most common kind of qualitative methods used in Social Science research.
- They let us study a phenomenon in its real context, specially when the boundaries between phenomenon and context are not clear.
- When used as qualitative method, case study research is a constructivist and interpretivist approach.
- Case studies can also be used for quantitative research, taking a positivist approach.



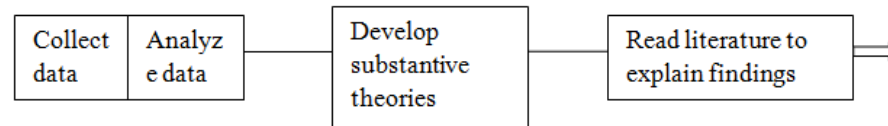
Grounded Theory

- Grounded Theory is a research approach proposed by the sociologists Barney Glaser and Anselm Strauss (1967), who claim that research should depart “from the ground”.
- The researcher categorizes empirically collected data in order to build a general theory that fits the data.
- Grounded theory is based on the generation of theory from data.

Traditional



Grounded theory



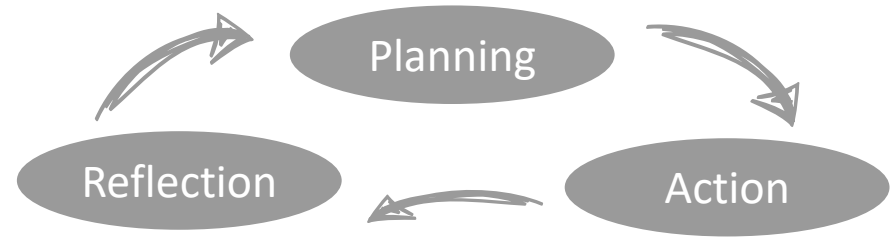
Ethnographic research

- Ethnographic research is inspired by the practices of cultural and social anthropology, where the researcher integrates for a period of time the community where the study is taking place.
- Its goal is to study the culture (values, beliefs, behavior, language etc.) of a distinct group within society.
- This type of research is especially valuable when you want to learn about the complexities and idiosyncrasies of an environment by first-hand experience.



Action-research

- Action-Research (Kurt Lewin, 1940) consists of repeatedly going through the cycle and goes on until you are satisfied with the results:



- Start by making a plan of action in a crude first approximation
- Act following that plan
- Reflect on the results obtained
- Based on this reflection, correct previous plans, act in agreement with the new plan, and reflect on the results they have now obtained

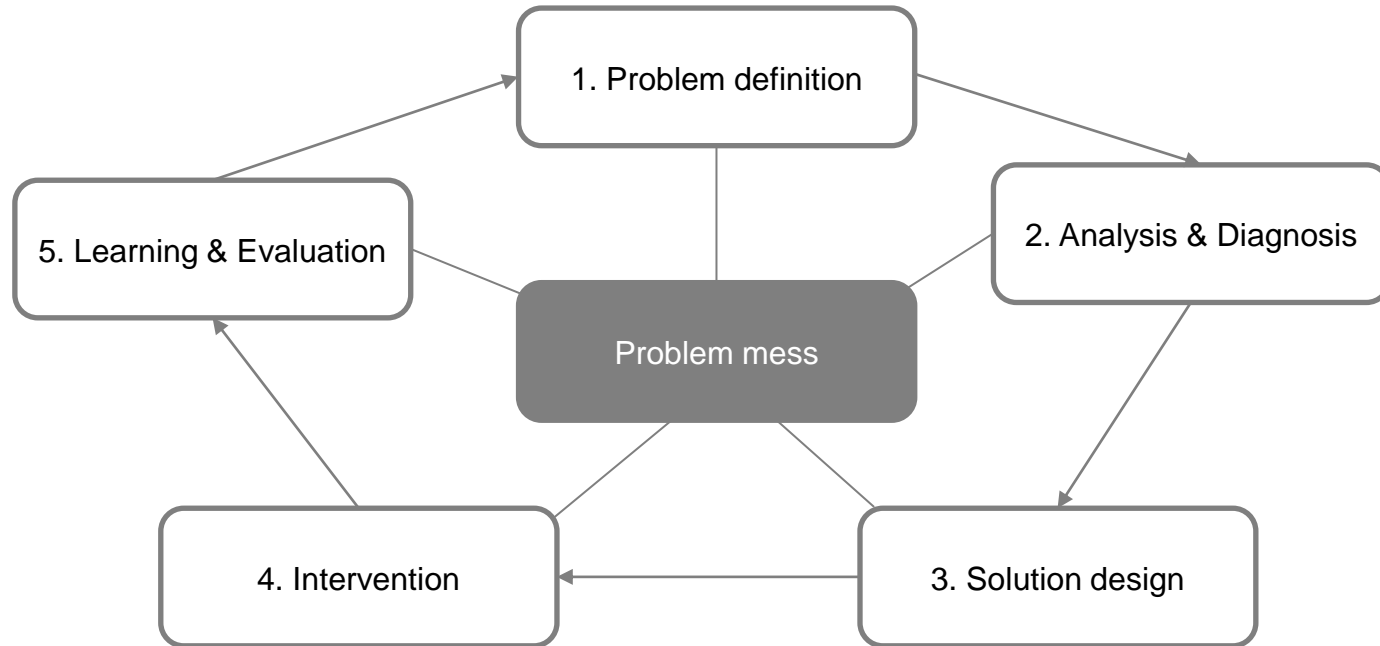
Ethnography vs Action-research

	ETHNOGRAPHY	ACTION RESEARCH
Goal	Go Native In-Depth Understanding of Culture Generate Rich and Detailed Social Account	Process Improving Knowledge Advancing Problem-Solving
Focus	Culture and Values	Process and Practices
Main Technique	Participant Observation	No specific technique
Fieldwork	Holistic Comparative Contextual	Essentially Collaborative Reflexive Problem-Solving Driven
Final Product	In-Depth Description of Group's Life	Improved practice New knowledge

Design Science Research

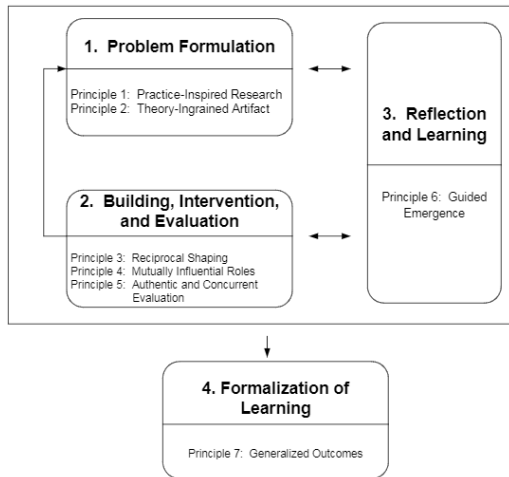
- Design-based research is a **research method where knowledge is built in successive approximations** while designing, building, and evaluating an artifact
- **The artifact may be almost anything:**
A piece of equipment, a software application, the solution to a social or technical problem, a theoretical framework, or even a whole theory
- **It consists of repeatedly going through the design science cycle:**
The successive improvements introduced in the artifact as it is put to test represent opportunities for consolidating the knowledge that emerges from its design and application

Design Science Cycle



Action Research Design (ADR) as a new DR method due to scant attention to shaping of (IT) architects by the org. context in traditional DR methods

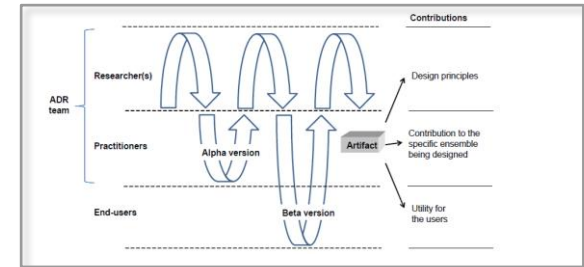
ADR Method: Stages and Principles



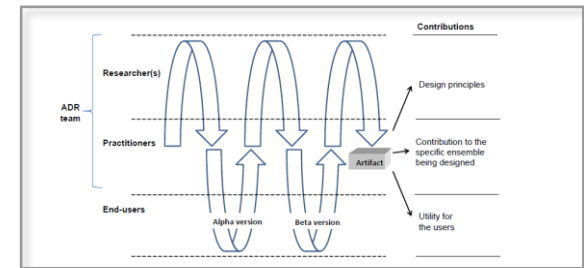
Deep Dive: Building, Intervention and Evaluation Stage (BIE)

Generation of the initial design of the (IT) artifact in an iterative process, shaped by organizational context

The Generic Schema for IT-Dominant BIE



The Generic Schema for Organization-Dominant BIE



How do you collect qualitative data?



Qualitative data collection techniques

Interviews

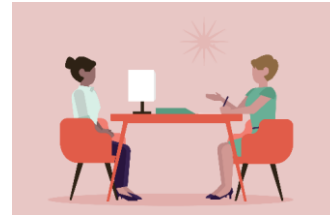
Participant observation

Document analysis

Survey

Interviews

- Interviews are used to collect data from the subjects interactively, usually one-on-one:
 - structured interviews
 - semi-structured interviews
 - unstructured interviews
 - Particularly useful to
 - clarify the meaning and improve understanding of a phenomenon
 - support the exploratory work that can precede a quantitative study or to clarify and enrich the results of quantitative studies.
-
- time consuming and generate a lot of qualitative data
 - + more flexible and adaptable than surveys



Participant Observation

- The researcher observes firsthand the activities of the subjects under study and collects data from this observation.
- The technique works well when the activities observed are frequent, the groups observed are small, and there is little risk of disturbing the subjects.
- There are two basic forms of participant observation:
 - overt
 - covert



Document Analysis

- Document Analysis covers a broad range of techniques devoted to the analysis and interpretation documents.
- The term “document” is understood very broadly, including not just texts, but also sound, photos, videos, and any materials that carry relevant messages.
- Typical varieties of document analysis include:
 - Conversational Analysis
 - Discourse Analysis
 - Narrative Analysis
 - (≠content analysis)



Surveys

- In surveys the subjects complete a survey form without the intervention of the researcher.
- Surveys are particularly useful when the subject population is large or distributed geographically.
- Surveys to collect qualitative data have mainly open questions.
- Pay attention to:
 - length of the survey/number of questions
 - choice of words and terminology

8. Are there any topics which you would like to see addressed or expanded on in the future?

350 characters left.

1. Please add your email address if you would us to follow

2. Can you explain why you would or wouldn't be likely to

Summary qualitative research

Case Studies

Grounded theory

Ethnography

Action research

Design Science research

Interviews

Participant observation

Document analysis

Survey

Problem: Qualitative research is not transparent enough to allow for replication

- **Research so far has mainly focussed on quantitative research (Bergh, Sharp, Aguinis, & Li, 2017)**
- **Two important issues:**
 1. Based on the ontological perspective of „qualitative positivism“ a key goal is to produce replicable and cumulative knowledge for which transparency is a required step (Aguinis et al, 2018)
 2. Transparency is desired by qualitative researchers – even if replicability is not desired by researchers – as it helps finding possible errors and helps understanding trustworthiness, meaning and implications of a study
- **Interviews with elite informants (IEIs) serve as a case study or empirical boundary**
 - The input provided by elite informants is critical for building and testing theories in strategic management research
 - It includes features that are present in many other types of qualitative methodologies

12 transparency criteria

Transparency Criteria	Exact	Empirical	Conceptual
1. Kind of qualitative method	X	X	
2. Research Setting	X		X
3. Position of researcher along the insider-outsider continuum	X		X
4. Sampling procedures	X		X
5. Relative importance of the participants/cases	X		X
6. Documenting interactions with participants	X	X	
7. Saturation point	X	X	
8. Unexpected opportunities, challenges, and other events	X	X	
9. Management of power imbalance	X	X	
10. Data coding and first- order codes	X	X	
11. Data analysis and second- and higher- order codes	X	X	
12. Data disclosure	X		

Implications: This has different implications for authors and editors

Authors

- Transparency should be viewed as a continuum – the higher the level, the more trustworthy and reproducible
- The study at hand shows that criteria can be met (showing one article per criterion) and gives suggestions for authors on how to implement criteria in their research
- The criteria can also be used for mixed-method approaches

Journal editors and reviewers

- Complex review process reduces transparency due to e.g. word limits
- Using BARS as evaluative and developmental tool to enhance transparency pre-publication
- This could be implemented through addition of BARS to reviewer evaluation forms

Which qualitative research design would be suitable to explore your topic?

How could you collect qualitative data for your topic?

Case Studies

Grounded theory

Ethnography

Action research

Design Science research

Interviews

Participant observation

Document analysis

Survey