

The background features a dark blue gradient with a subtle pattern of white dots. Overlaid on this are several white circular and semi-circular elements. A prominent feature is a large circular scale on the left side, with numerical markings from 140 to 260 in increments of 10. Other elements include smaller circles, some with dashed outlines and arrows, and various curved lines, creating a technical or scientific aesthetic.

DESIGNING CASE STUDIES

DR SNG BEE BEE

SOURCE: ADAPTED FROM GRAY, D.E. (2009), *DOING RESEARCH IN THE REAL WORLD* (2ND ED.). LONDON: SAGE

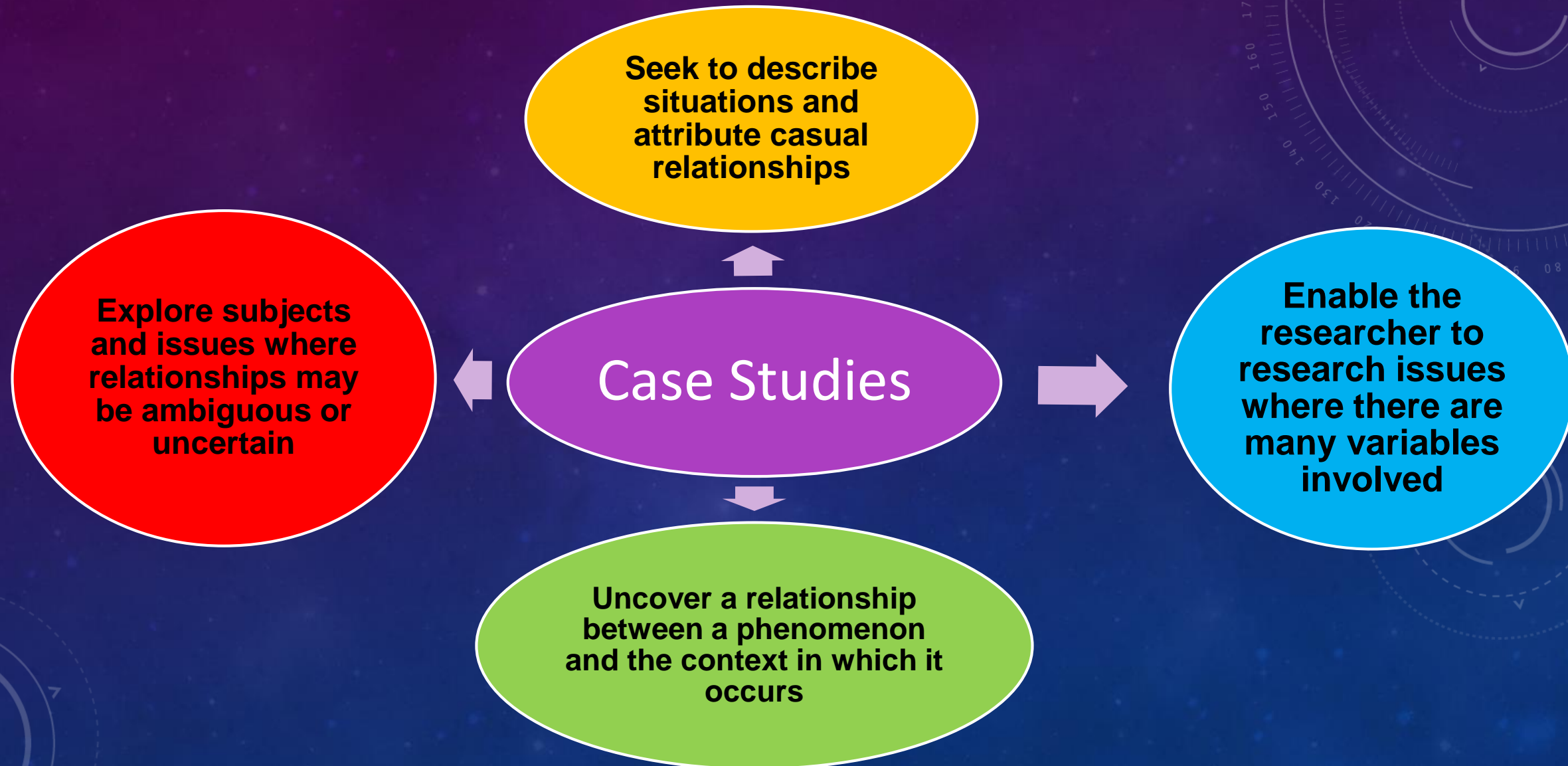
WHAT IS CASE STUDY APPROACH?

- Research that is specific in focus
- Can be used for a wide variety of issues
- Very useful in increasing understanding, project design and implementation, policy analysis and explore various social issues
- Can be used as both qualitative and quantitative method

WHAT IS CASE STUDY APPROACH?

-an empirical inquiry that
- Investigates a contemporary phenomenon within its real-life context, especially when
 - The boundaries between phenomenon and context are not clearly evident. (Yin, 2003b:13)

WHY SHOULD WE USE CASE STUDY IN RESEARCH?



WHEN SHOULD WE USE CASE STUDY?

We use case study when.....



'how' or 'why'
question about
a set of events
are beyond the
researchers'
control

It is
unobtrusive

It focuses on
gathering up-
to-date
information

THE ADVANTAGES OF CASE STUDY APPROACH

it allows the researcher to study the issues in depth

it tries to understand the situation of people in their natural setting.

ADVANTAGES

offers the researcher understanding of the larger social complexity of people, their actions and motives (Feagin *et al*, 1991).

It also allows the researcher to examine the effects of a complex network of social interaction (Feagin *et al*, 1991), as well as examine people's views in a research issue.

Good



Thread

THE CASE STUDY DESIGN PROCESS



It is important to be able to formulate good research questions and interpret data

Important to note down what is said or done.

Should be able to respond quickly to the flow of the responses and pose new questions or issues.

THE CASE STUDY DESIGN PROCESS



Important for researcher to have a firm grasp of theoretical principles involved.

The researcher can compare cases, in the literature review and analysis of data chapters

Case study approach can generate data that helps towards the development of theory.

A CASE STUDY PROCESS

Provisional hypothesis and questions

- A provisional hypothesis and set of questions are developed
- Provisional – open for further improvement or modification
- Identify rival theories and hypotheses

Analytic Generalization

- Using Yin (2003a) analytic generalization, compare and contrast the results of the case study with a set of principles or theory.

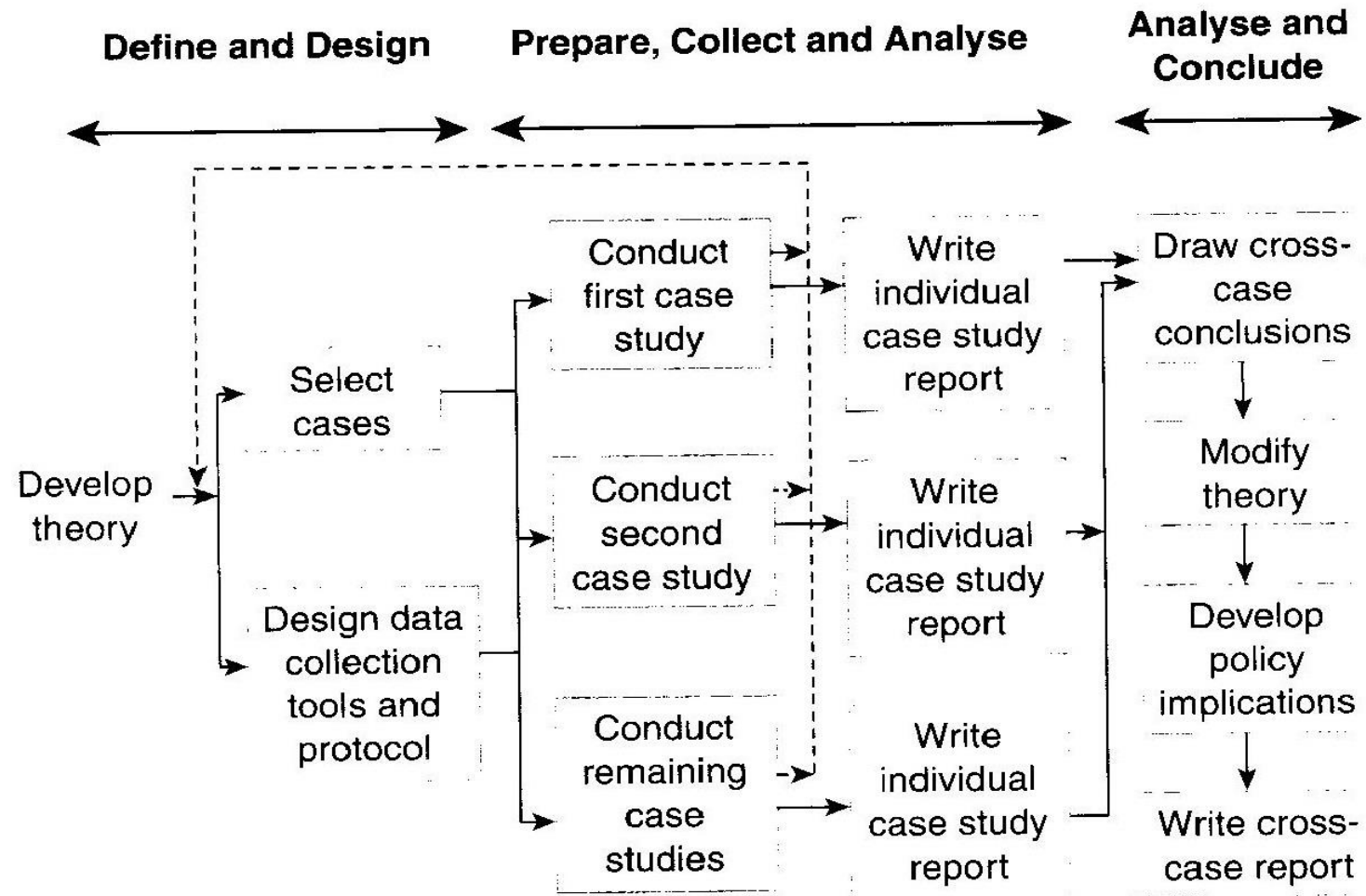
Confirm Theory

- If 2 or more cases support the theory, then we can say that the theory has been replicated.
- Yin- warns that we cannot say that the results of a case study can be generalized to a larger population.

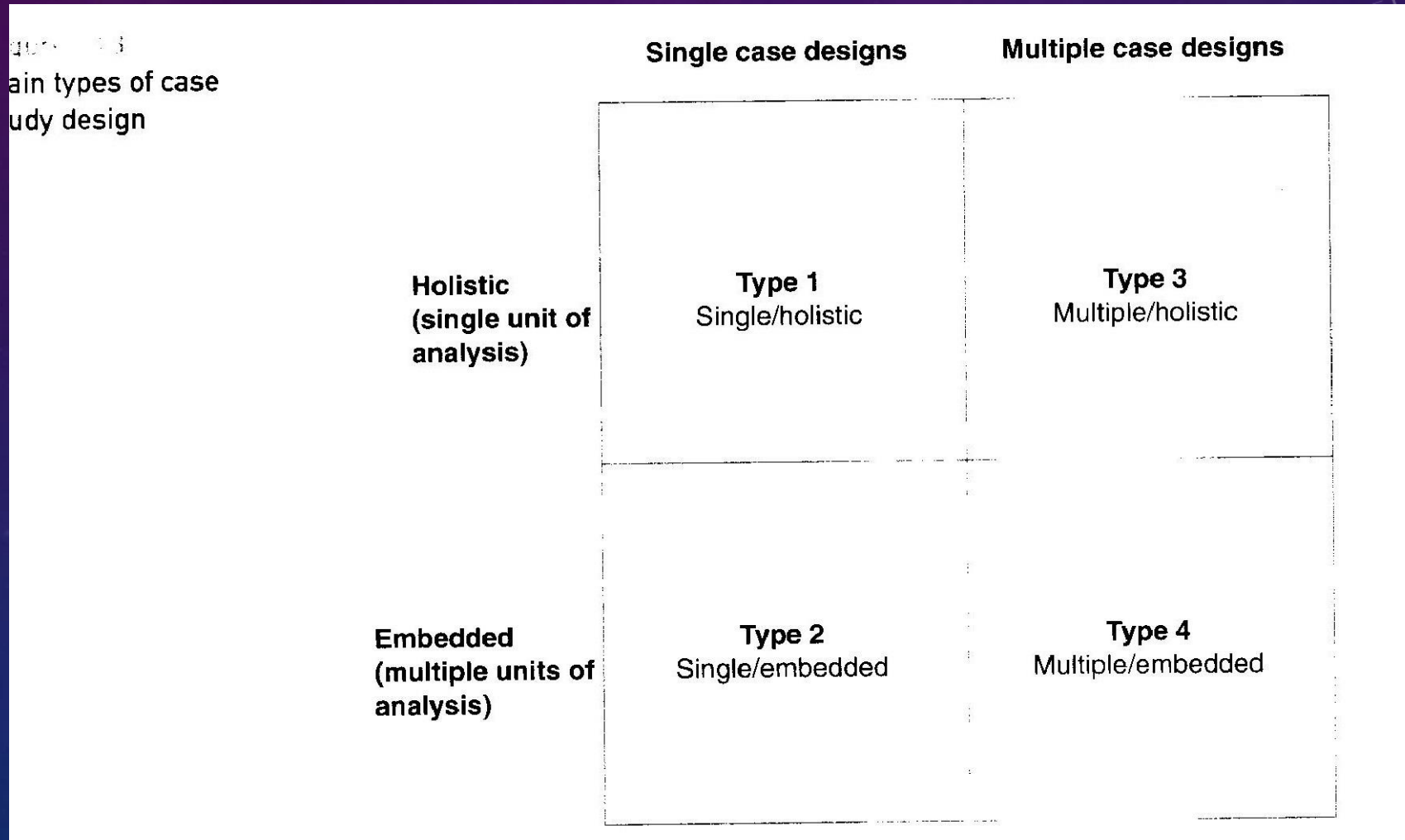


A CASE STUDY PROCESS

Figure 10.2
Multiple case study
method (adapted
from Yin, 2003b)

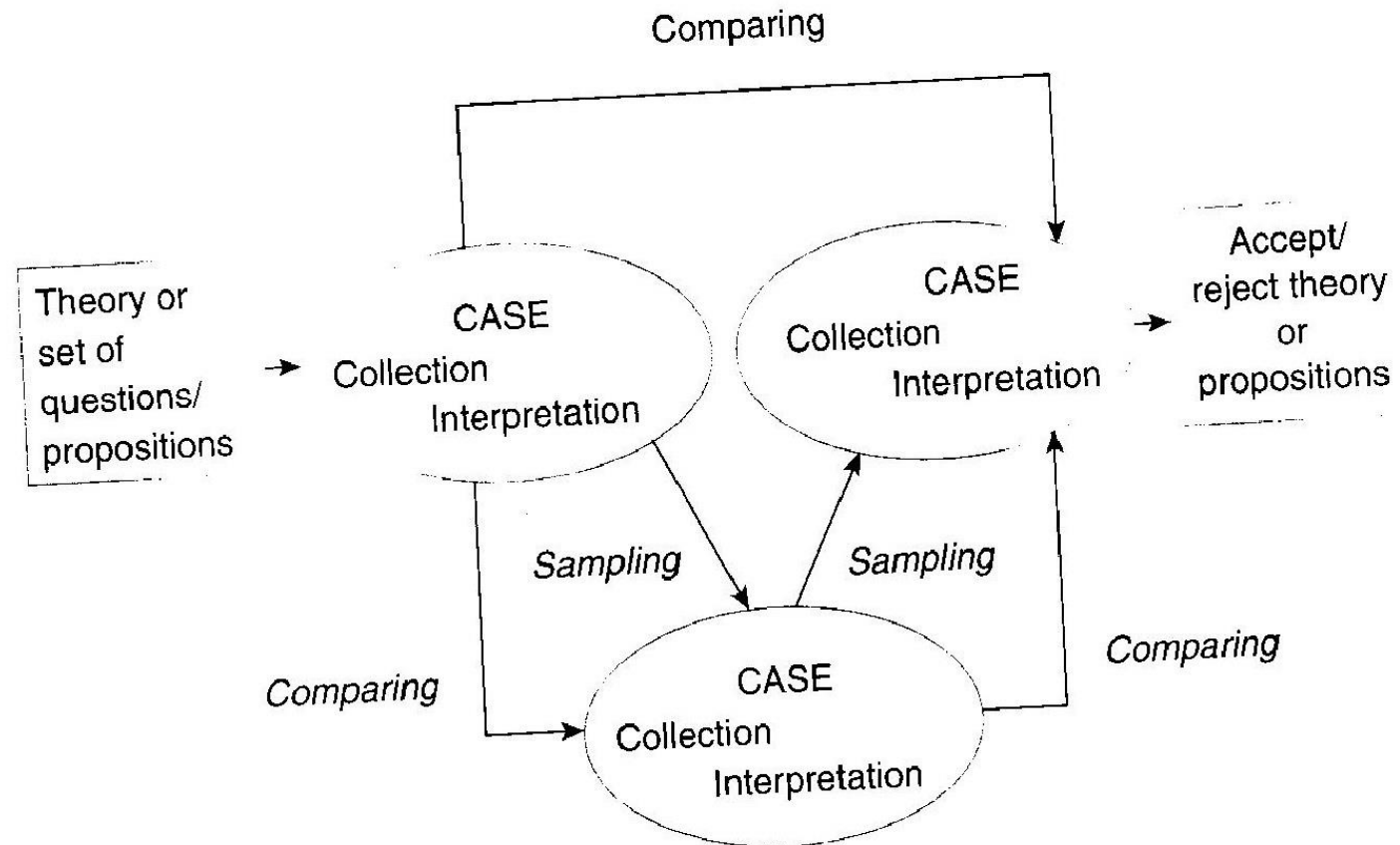


TYPES OF CASE STUDY



MULTIPLE CASES

Figure 10.4
Application
through use of
multiple cases
(adapted from
Lack, 2006)



CONSTRUCT VALIDITY

- Researcher can ensure construct validity if s/he:

Defines the key concept of the research question at the very start of research process.

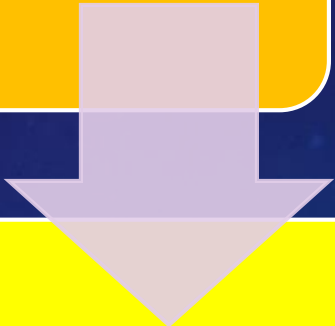
Use appropriate measurement instruments or data sources for the defined concept.

Use multiple sources of data

CONSTRUCT VALIDITY

- Researcher can ensure construct validity if s/he:

Establishes a chain of evidence during the data collection process.



Evaluates the draft case study report through feedback from the key participants.

INTERNAL VALIDITY

- Threats to internal validity occurs when:

There is difficulty in establishing casual relationship between the variables in the case study

Problem of making inferences from the data, when it is not possible to observe the event.

EXTERNAL VALIDITY

- You can ensure external validity of your case study by:

Show evidence about how key characteristics of case study match those in the population.

Use a systematic selection of cases, and ensure that they are typical of population.

Replicate the study 3-4 times in different circumstances.

Lieberson (2000) – deterministic or probabilistic casual relationships.

RELIABILITY

- **Reliability – findings and conclusions of one researcher can be replicated by another researcher**
- **Yin (2003b) recommends that the researcher includes the report of the following features in ensuring reliability:**

Overview

- Case study project
- Objectives
- Theoretical issues

Field Procedures

- Access to research sites and people
- General sources of information
- Contingency plans

Structure of report

- Case study questions
- Table templates for collecting data
- Structure and guide to the final report

ACCOUNT OF CASE STUDY: AUDIENCE CENTRED

Easily understood

Case study can be understood by a wider readership, and they have a three-dimensional reality (Nisbet, 1975).

Context

The context of the data is clear and the data are also described in an everyday language readers can understand.

Narrative Style

The narrative style presents information in a way that people can relate to, and they could compare and reflect on their experiences to those recorded. a narrative account could leave readers to decide on relevance information to themselves in the light of context and interpretations.

COMPILING THE CASE STUDY

- process of case
- construction
- Adapted
- Patton, 1990

STAGE

Step 1

Step 2 (optional)

Step 3

PROCESS

Assemble raw case data.

Consists of all the information collected about an organization, person(s) or event

Construct case record.

Organize, classify and edit raw data to condense it

Write case study narrative.

Chain of evidence

WRITING THE CASE STUDY

- 1st Part
 - The written case: *the product of observation*
 - The introduction (*purpose, background, etc.*)

WRITING THE CASE STUDY

VYHMEISTER (2008)

- 2nd Part
- The analysis: a study of the horizontal dimensions of the case
 1. *socio-cultural*
 2. *psychological*
 3. *economic*
 4. *religious and*
 5. *political factors involved.*
- * *Written as a research paper, with subheadings. Footnotes used to document information from other sources.*

WRITING THE CASE STUDY

VYHMEISTER (2008)

3rd Part

- The Interpretation

WRITING THE CASE STUDY

VYHMEISTER (2008)

- Final Section of the case study
 - Action

Prefaced by a synthesis of the analysis and interpretation, which serves as the basis for the action.

This summary brings into focus the factors affecting the case and establishes the appropriate response.

← Lastly, a bibliography of readings.