

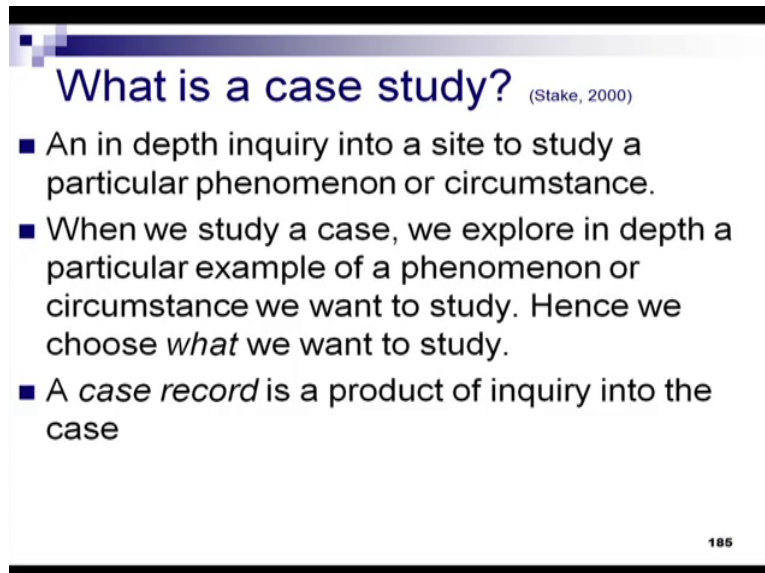
Qualitative Research Methods
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Lecture 21
Case Studies

Welcome back to the NOC course title qualitative research methods my name is Aradhna Malik and I am helping you with this course and we discussed various things in this course the last time we discussed autoethnography, which is a very unique form of ethnography where the ethnographer or the researcher goes back and forth between one's life experiences, one experienced phenomena and also distances oneself from the experience itself.

And looks at things from an objective perspective, so ethnographer tries to cover as much ground as possible. Now today we are going to talk about another strategy of inquiry, in qualitative research methods and strategies called case studies, so we will start the discussion on case studies. Again this is from a paper by Stake in the same book that I told you about, that is handbook of qualitative research methods.

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What is a case study? (Stake, 2000)

- An in depth inquiry into a site to study a particular phenomenon or circumstance.
- When we study a case, we explore in depth a particular example of a phenomenon or circumstance we want to study. Hence we choose *what* we want to study.
- A *case record* is a product of inquiry into the case

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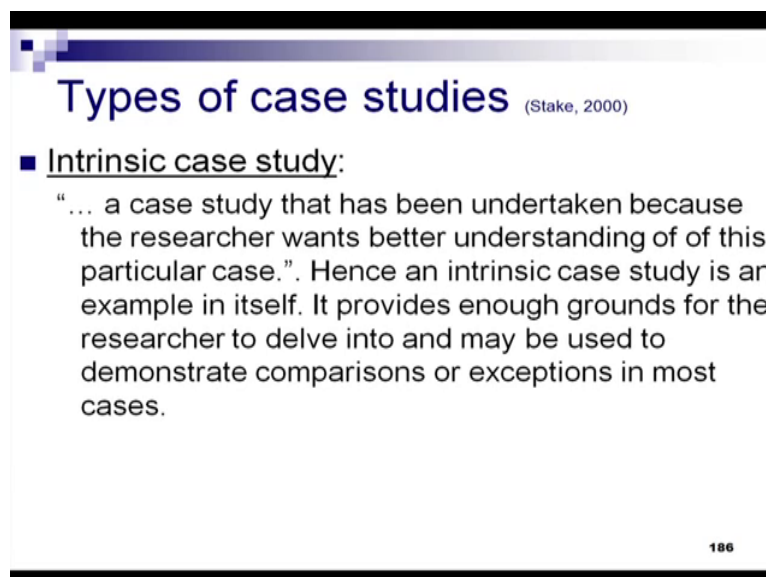
So now what is a case study? Case study is an in-depth inquiry into a site to study a particular phenomenon or circumstance. So we take a slice of a particular phenomenon into, we take a slice of life, we take a piece of a circumstance and we explore it from different angles and we carry out an in depth inquiry into one situation, of one unit of study. Then when we study

case we explore in depth a particular example of a phenomenon or circumstance we want to study. Hence we choose what we want to study.

So we decide that this particular aspect of or this particular slice of a particular phenomenon is representative of the phenomenon itself, so within one example within say, the experience of one unit of study, even within that experience we decide which part of that experience we want to study and we choose that part very, very carefully and see and assume that this part is going to be representative of the phenomenon that you are going to study, within that particular organization, Industries, situation, whatever.

A case record is a product of inquiry into the case, once inquiry has been conducted then, we generate a case record.

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The slide is titled "Types of case studies" with a subtitle "(Stake, 2000)". It features a blue header bar and a list item "■ Intrinsic case study:". The text describes an intrinsic case study as one undertaken for a better understanding of a specific case, serving as an example in itself. It mentions that it provides grounds for research and can be used for comparisons or exceptions. The slide number "186" is in the bottom right corner.

Types of case studies (Stake, 2000)

■ Intrinsic case study:

“... a case study that has been undertaken because the researcher wants better understanding of of this particular case.”. Hence an intrinsic case study is an example in itself. It provides enough grounds for the researcher to delve into and may be used to demonstrate comparisons or exceptions in most cases.

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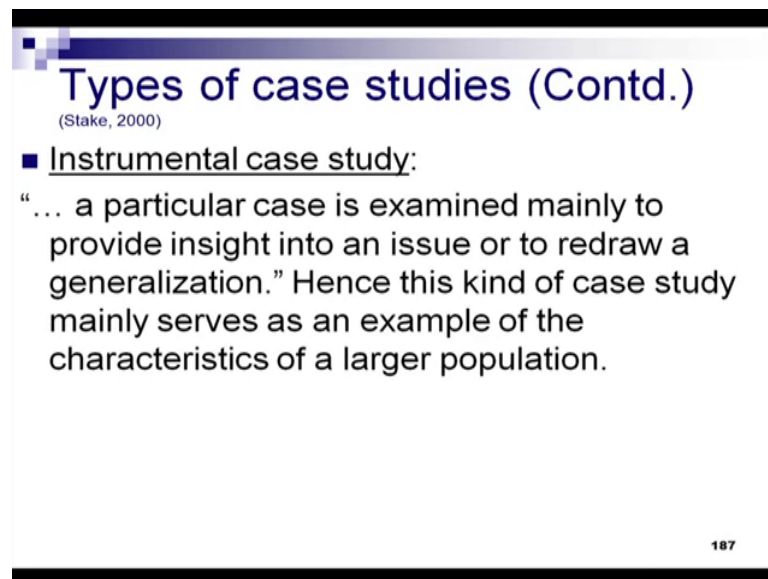
Various types of case studies, the first type of case study here is an intrinsic case study, a case study an intrinsic a study is “a case study that has been undertaken because the researcher wants better understanding of this particular case. I'm sorry for the double of their hands and intrinsic case study is an example in itself. It provides enough ground for the researcher to delve into and may be used to demonstrate comparison so exceptions in most cases.”

For an intrinsic case study is an in-depth inquiry, in that has been undertaken so that you can understand the situation better, so you go deep into the heart of the situation and see it from inside, not as an insider that would be an ethnography, but we dwell deep into the situation

and we try and see a situation, from the inside we explore all parts with from the inside with the explicit aim of understanding the situation only, okay.

And then this understanding is further used to demonstrate comparisons or exception, so this is unique or this is the way whatever we have seen compared with other similar situation so that is what comes out of this case study.

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Types of case studies (Contd.)
(Stake, 2000)

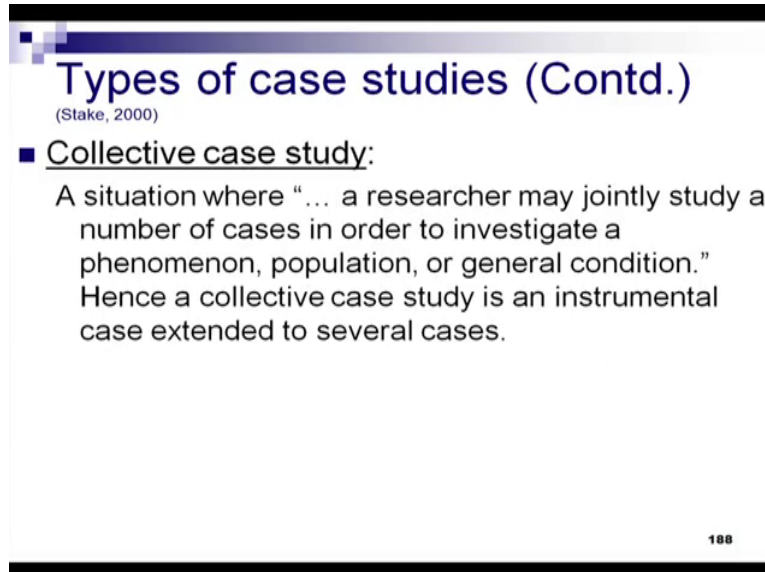
- Instrumental case study:
“... a particular case is examined mainly to provide insight into an issue or to redraw a generalization.” Hence this kind of case study mainly serves as an example of the characteristics of a larger population.

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The second type of case study is an instrumental case study, in which “a particular case is examined mainly to provide an insight into an issue or to redraw a generalization.” So we go into a situation and we say okay, this is the way whatever is happening in this situation has happened in other cases also, so this case study serves as an example of the characteristics of a larger population, this type of case studies conducted, the first type case studies conducted to draw comparisons are to generate uniqueness.

Instrumental case study is generated with the explicit purpose of highlighting the representativeness of a general population, so we say this particular, we select the situation to be studied very carefully, we explore all characteristics of it and then we say that this particular situation has these characteristics, hence every situation within this context is likely to have as many of these characteristics as possible. So that is the Aim.

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Types of case studies (Contd.)

(Stake, 2000)

- Collective case study:
A situation where "... a researcher may jointly study a number of cases in order to investigate a phenomenon, population, or general condition." Hence a collective case study is an instrumental case extended to several cases.

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The third type of case study is a collective case study where "a researcher may jointly study a number of cases in order to investigate a phenomenon, population or general condition," so collective case studies in instrumental case extended to several cases. So when you're trying to find out about an industry for example, you are trying to find out about the automotive industry, or you are trying find out about the service industry.

So you take one organization explore it, then you take another organization explore it, you take the third organization explore it and then we create a collective understanding, a collective body of knowledge of the characteristics of the different cases that we have studied within the same situation, so for example if we take the case of the service industry.

So we say okay within service industry, the restaurant industry different types of restaurants have this or restaurant A has these characteristics, restaurant B have these characteristics, restaurant C has these characteristics. They conduct independent case studies and then we put them together and we say this is how restaurants in this particular place or situation function, so that's a collective case study, so we generalize or we bring out the characteristics, the pool of characteristics shared by different units, within the same situation.

And then we say this is the general pool and anyone or any unit that fits into this collective is likely to have as many as characteristics possible, because these different case studies have these characteristics and together they are forming the pool of characteristics that is a collective case study.

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Components of a case study (Stake, 2000)

- The nature of the case
- Historical background of the case
- Other contexts (e.g. economic, political, legal, & aesthetic)
- Other cases through which this case is recognized
- Those informants through whom the case can be known

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So the different components of a case study, the first component of a case study is the nature of the case, what exactly is the nature of the case? What kind of case are we writing? The second component is the historical background of the case, what is the situation? Where was the situation or the historical background of the situation? You know where did this situation come into being? Why did this situation come into being? How did it happen? So we list by the way of historical inquiry.

We try to construct a context for the situation that we are studying, so these are the situations these are the phenomena that have led to the existence of what we are studying in today's date and time, so that helps us construct a current context on which we further carry out the inquiry and we say okay, this is the situation, this is how the situation came to be, so there is a historical background of the case.

Then there are other contexts, so we will describe the history of the case, then we also describe the factors that can affect the current context of the case, for example the economic situation, the political situation, legal and static situations of different kinds of context that have affected the case in the past and are likely to affect the case as it is being studied, because it's not going to stop, you know life is not going to freeze while we conduct our inquiry.

Things will keep happening and then these are the context that are likely to affect this particular situation as time goes on and a very, very pertinent example that comes to mind based on recent events, for example you were trying to conduct a case study or collective

case study on the banking industry and in the middle of it, while you've elect data from Bank A, bank B, Bank C and trying to see how they function, demonetization happened.

So the currency notes of rupees 500 and 1000 suddenly stopped and the Honorable Prime Minister announced that from tomorrow or from you know past midnight, tonight the currency notes are not going to be valid. The way the banking industry functioned after midnight on the 8 of November 2016 was very, very different from the way they were functioning at even 11:55 P.M on the 7 off on the 8th of November 2016 within 5 minutes everything came to a halt.

Next day onwards of course you know, I mean the banks did not open at one, but suddenly the way they function, on the way people reacted to the banks and the way people dealt with the banks changed, their whole scenario changed, So the context if a description of this context you probably it is not going to the situation, even one of the with the slightest inkling of something like this to happen, but it did happen and that affected the way, your know.

One decision by our government affected the entire environment, economic, political, social, legal, all and our perception of the environment of these different context and also our perceptions of the government. So all of this would have had an impact on the banking industry and I know I am giving many of you, many ideas to conduct different cases on this, but to be very interesting to see how people perceive the banking industry before and after this demonetization.

Some of us had very good experiences with banks after the demonetization happened, I personally witnessed something and I am trying to give feedback for the very nice manager who helped me now. Some of us have not had such good experiences, so you know and we all have formed opinions about how demonetization has affected the banking industry and specifically focusing one slice of life.

How banks functions, what bank employees feel about their jobs, about the nature of their jobs, about their interactions with their clients, now the same customers who are very satisfied with the banks may not be so satisfied or maybe more than satisfied as a result of their interactions with the bank employees immediately after the demonetization happened.

So there is stark difference between the situation on the 8 of November 2016 and the situation on the 9th of November 2016 and the situation on the 16th of November 2016 you know as this is lingering on and I am doing this recording today is the 25th of November and things have mellow down to some extent, initially all of us were confused as to what is going to happen, by the time this is telecast you know.

This video was put up things would have changed even more and so you would be able to see the impact of this demonetization drive on your life by the time this lecture is made public. So that is what I am saying you know, when we say, when you talk about a case study we are looking at all different context that have impacted that case, that situation in the past, that are impacting the situation as you are studying it.

And that are likely to impact the situation after the situation has been studied, all of this context need to be explored, need to be at least acknowledged and a thorough studied, informed inquiry has to be conducted into the past, present and future of this context. And how they interact, how they interact with the case under study.

Then other cases through which this case is recognized, what else does this case tie into, so if you conducting a case study on the current, you know the customer experiences of banking sector for example, or the experience is customer have with Indian banks maybe some cases have been conducted in the past, some cases are likely to be written up after this also, so how or different aspects of service industry have been studied.

So how does the literature inform you, about what you can and cannot explore, you don't need to reinvent the wheel every time, so it's always helpful to include what you learn from other published sources, other work that has already been carried out, along similar lines as yours and that should be factored into your case study.

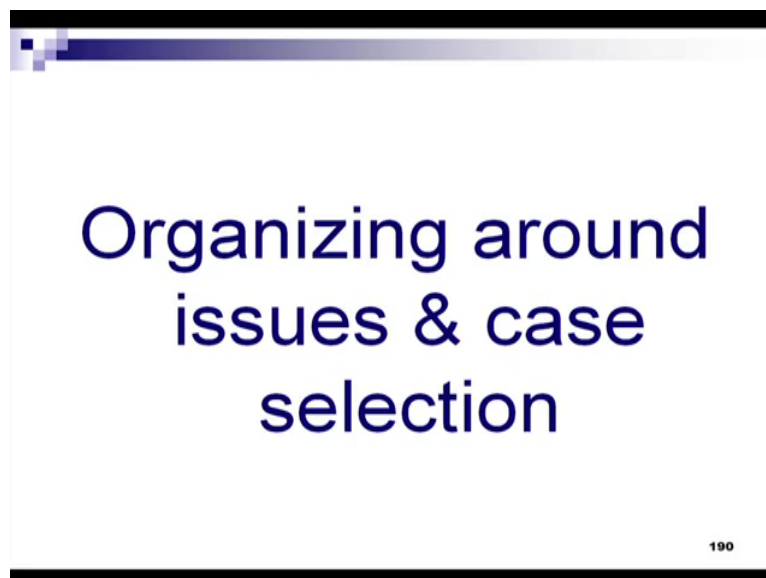
Then the doors in form through whom the case can be known, that is another component of a case study, now when he talked about case we are essentially talking about an in-depth inquiry into a situation and situations are composed of people. And I being a student of behavioral sciences always say that communication is what makes the world go round, you can have as much technical knowledge as possible but till we are able to refine to understand.

How people behave, till we are able to be sensitive, I don't think we can completely understand how anyone behaves or how anyone is likely to behave, but then you know it is very important for us to be sensitive to the human stimuli coming to us from the environment and to know how human beings respond to different situations. So the other two very, very important element of a case study are the people who are giving us information about that situation that we are trying to study.

So we are starting an industry, the people who are giving us information are critical component of the case study, the information we get from them, we need to find out if this information is credible, believable, if it needs to be masked, if it needs to be sanitized, what can be put out in the public domain, what needs to be written up in a manner that the knowledge goes out without disclosing the identity of the people concerns, all these things need to be taken into account.

The informants, their preferences, their suggestions, their sensitivities, their sensibilities need to be taken into account and we need pick the informants very, very carefully and we need to respect the information they give us and we need to respect what the conditions they give us information under, so all that is a critical component of the case study writing process or case study generation process.

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How do we organized issues and case selection maybe we will stop here and we will continue in the next lecture and this can be short brief lecture and the next lecture can cover this part and we will wind up the discussion on studies thank you very much for listening.