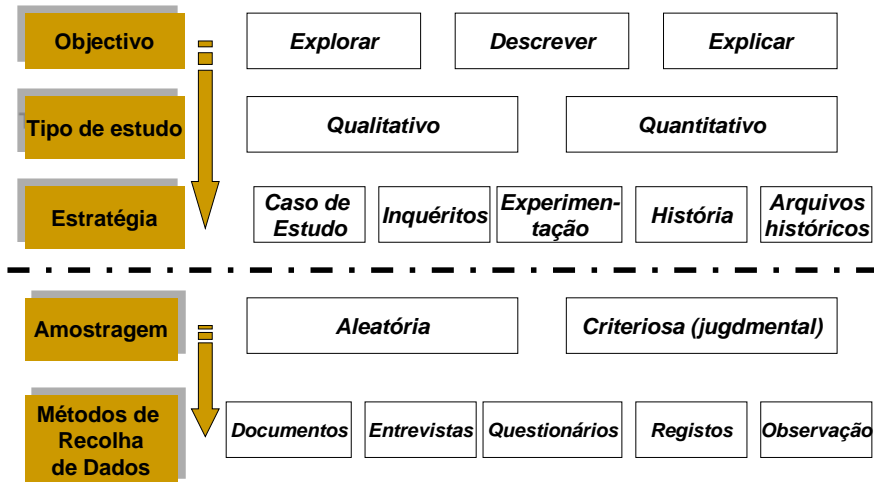


CASE STUDY RESEARCH

TRABALHO CIENTÍFICO

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Social Science Methodology (Yin, 1994, 2003)



Case Study Research

■ Agenda

- Estrutura do artigo
- Conceptualização de Case Study Research (CSR)
- Unit of Analysis (CSR)
- Vantagens CSR
- Desvantagens CSR
- Aplicabilidade de CSR

Article's Structure

- *Abstract*
- INTRODUCTION
- WHY CASE STUDY RESEARCH?
- IMPLICATIONS FOR RESEARCH DESIGN
- USAGE OF CSR IN INTERNATIONAL
 - Data Collection Methods
- MANAGEMENT STUDIES – A RATIONALE
 - Field Examples
- CONCLUSIONS

Conceptualization CSR

“1. A case study is 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.”

Conceptualization CSR

“2. The case study inquiry

- copes with the technically distinctive situation in which there will be many more variables of interest than data points, and as one result
- relies on multiple sources of evidence, with data needing to converge in a triangulation fashion, and as another result
- benefits from the prior development of theoretical propositions to guide data collection and analysis.”

Unit of Analysis

- Is there a difference between the case and the unit of analysis?
- The case study is an analysis of a phenomenon, e.g.: an organization, a person, a programme, an event, a group, a city, etc...
- “The case is identical to a ‘bounded system’”
(Miles and Heberman, 1994), Stake (1995)

Unit of Analysis

- **Case = Unit of Analysis = Study object** in *holistic* designs where embedded units of analysis are not defined before hand
- **Case** and **unit of analysis** are *distinguishable* when embedded units of analysis are identified and determined in the frame of reference

Sampling

- Purposeful – replication logic – based on conceptual framework previously developed
- Information depth?
- Point of redundancy
- In multiple cases:
 - Minimum (2 to 4)
 - Maximum (12 to 15)
- Constraints of time and funding

Data Collection Methods

- Documentation
- Archival records
- Interviewing
- Direct observation
- Participant observation
- Physical artifacts

Advantages CSR

- Provide a deep understanding of the actors, interactions, sentiments, and behaviors occurring for a specific process through time;
- Offer the opportunity for a holistic view of a process as opposed to a reductionist-fragmented view.

Advantages CSR

- As a research endeavor, the case study contributes uniquely to our knowledge of individual, organizational, social, and political phenomena”.

Advantages CSR

- “The detailed observations entailed in the case study method enable us to study many different aspects, examine them in relation to each other, view the process within its total environment and also utilize the researcher’s capacity for ‘Verstehen’. Consequently case study research provides us with a greater opportunity than other available methods to obtain na holistic view of a specific research project”

Valdelin (1974)

Disadvantages CSR

- Not possible to generalize statistically from one or a small number of cases to the population as a whole
- Where to draw the boundaries – what to include and what to exclude and, thus, what is the claim to knowledge that is being made – what is it a case of?

Disadvantages CSR

- Number of cases? How much time can we spend in field work?
- Case study research lacks quantitative measures and therefore objectivity and exactitude

Applicability CSR

- Research of bounded phenomena such as a program, an institution, a person, a process, a social unit
- Provides findings which are holistic and lifelike

Applicability CSR

- Applicable in various fields of research such as:
 - Sociology
 - Anthropology
 - Political science
 - Economics
 - Public administration
 - Public policy
 - Social work
 - Management

Applicability CSR

Author (year)	Study's focus	Design Methodology	Number of Cases	Data Collection Methods	Number of Interviews
Egan and Shipley (1996)	Countertrade in emerging markets	Multiple-case holistic design	fifteen	Documents Interviews	19 (primary study) +15
Tunisini (1997)	Changing customer relationships	Longitudinal multiple-case embedded design	nine	Documents Archival records Interviews	48
Lageson (1999)	Technical consultancy services	Single-case holistic design	one	Documents Archival records Interviews Direct observation and participant-observations	20
Baptista (2001)	Business relationships	Longitudinal multiple-case embedded design	eight	Documents Archival records Interviews Direct observation	50
Wallstrom (2002)	Industrial Buying Behavior	Multiple-case embedded design	four	Documents Interviews Observation	29
Correia (2005)	Tourism Networks	Single-case holistic design	one	Documents Interviews	16
Prekert and Hallén (2006)	Business networks	Single-case embedded design	one	Documents Interviews	22

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To sum up...

- Case study research provides rich, solid descriptions of a contemporary phenomenon understood through the perceptions' and/or meanings that social actors attribute to that same phenomenon under study, providing findings which are holistic and lifelike

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