

CASE STUDY



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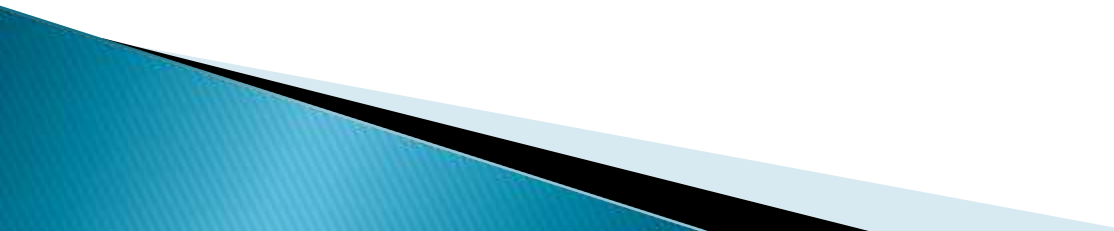
Submitted to: **Dr. Syed Manzar Abbas Shah**

CASE STUDY

Case studies investigate contemporary cases for purposes of illumination and understanding. In some instances case studies are used to provide information for decision making or to discover casual links in setting where cause-and-effect relationships are complicated and not readily known, such as school reform or a particular government policy.

Case study researchers examine each case expecting to uncover new and unusual interactions, events, explanations, interpretations, and cause-and-effect connections.

What is Case Study?

- A case study is an in depth study of a particular situation. It is a method used to narrow down a very broad field of research into one easily researchable topic.
 - The case study research design is also useful for testing whether scientific theories and models actually work in the real world.
 - A case Study is an ideal methodology when a holistic, in-depth investigation is needed.
 - It is a systemic inquiry into an event or a set of related events which aims to describe and explain the phenomenon of interest.
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Why case study research?

- ▶ The case study method is amongst the most flexible of research designs, and is particularly useful in researching issues related to sustainability and institutional systems.
- ▶ Case study research can serve a variety of functions: *exploratory* (enabling researchers to get a feeling for potentially important variables and to describe phenomena in the appropriate contextual setting).
- ▶ *testing hypotheses or theories* (relating to cause and effect).
- ▶ *policy analysis* .

FOCUSES OF STUDY

Case studies are classified according to the focus of study. This can include:

- ▶ Individuals
- ▶ Communities
- ▶ Social groups
- ▶ Organizations and institutions, and
- ▶ Events, roles, relationships, and interactions.

Advantages:

- ▶ Through case study a researcher can obtain a real and enlightened record of personal experiences which would reveal man's inner strivings, tensions and motivations that drive him to action along with the forces that direct him to adopt a certain pattern of behavior.
- ▶ It helps in formulating relevant hypotheses along with the data which may be helpful in testing them. Case studied, thus, enable the generalized knowledge to get richer and richer.
- ▶ Information collected under the case study method helps a lot to the researcher in the task of constructing the appropriate *questionnaire* or schedule for the said task requires through knowledge of the concerning universe.

Common Methods used in Case Study Research

- ▶ **Participant Observation**. This involves the researcher immersing him or herself in the daily lives and routines of those being studied. This often requires extensive work in the setting being studied. This is called fieldwork. Observation provides insight into the behavior patterns and social organizations that operate and constitute a particular bounded system or case.
- ▶ **Interviewing**. Researchers will learn about the person or persons that are part of the case by speaking with these people. Talking with informants is called interviewing. The types of interviews conducted by researchers vary in degree of formality (informal interview to semi-structured to structured interviews).
- ▶ **Collection of Artifacts and Texts**. Researchers may also learn about a bounded system by collecting and studying *artifacts* (e.g. *written protocols, charts, flowsheets, educational handouts*) – materials used by members of the system or case being studied.

Designing Study

Five steps of research design:

- ▶ conducting literature review,
- ▶ constructing a theoretical framework,
- ▶ identifying a research problem,
- ▶ crafting and sharpening research questions,
- ▶ and selecting the sample (purposive sampling).

tools for data gathering Case study researchers make use of six :

documentation,
interviews,
and participant observation.

archival records,
open ended questionnaire,

By Robert Yin's Case Study Research: Design and Methods



Validating Data

- ▶ Case study researchers need to guarantee **construct validity** (through the triangulation of multiple sources of evidence and chains of evidence,
- ▶ **internal validity** (through the use of established analytic techniques such as pattern matching),
- ▶ **external validity** (through analytic generalization),
- ▶ **reliability** (through case study protocols and databases).

References

- ▶ <https://explorable.com/case-study-research-design>
- ▶ <http://www.qualres.org/HomeCase-3591.html>
- ▶ <http://www.nova.edu/ssss/QR/QR13-4/baxter.pdf>
- ▶ Thomas, Gary. (2011) *How to do your Case Study: A Guide for Students and Researchers*. Thousand Oaks, CA: Sage.
- ▶ Yin, Robert. (2014) *Case Study Research: Design and Methods*. (5th Edition). Thousand Oaks, CA: Sage

Field Study

- ▶ **Field studies** involve collecting data outside of an experimental or lab setting. This type of data collection is most often done in natural settings or environments and can be done in a variety of ways for various disciplines.
- ▶ **Field research** is a qualitative method of data collection aimed at understanding, observing, and interacting with people in their natural settings.
- ▶ Field studies collect original or unconventional data via face-to-face interviews, surveys, or direct observation.
- ▶ Field studies are known to be expensive and timely; however, the amount and diversity of the data collected can be invaluable.
- ▶ "The systematic observation and collection of otherwise unavailable (primary) data"

Method

- ▶ Field studies should be *carefully planned* and prepared in order to ensure that the data collected is *accurate, valid, and collected efficiently*.
- ▶ The equipment needed will depend on the type of study being conducted.
- ▶ The process first starts with clearly stating the problem and defining the area of study.
- ▶ From there, a **hypothesis**, or a theory of explanation, is set forth to explain any occurrences expected for the specified group or phenomena

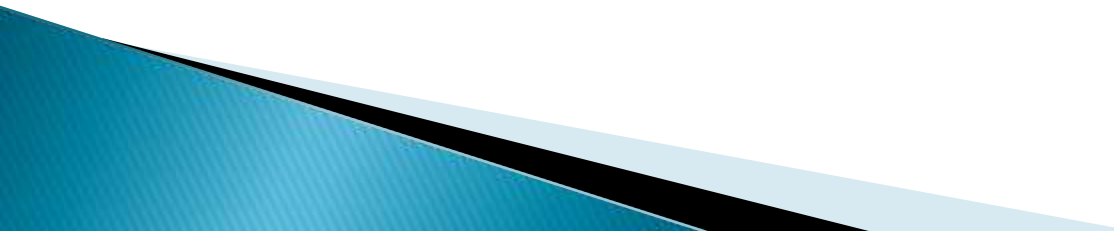
Method Conti.....

- ▶ After establishing hypothesis, the data can be *classified and scaled* so that it will be easy to know how to categorize information.
- ▶ Observations are classified because not all field observations will be needed; therefore, the observer can know what to look for and what to disregard.
- ▶ Observations are also scaled to give the observer a way to rank the importance or significance of what has been observed. Then data will be analyzed and processed in order to resolve the problem initially presented or to accept or reject the hypothesis that was presented.

Observer Roles

- ▶ It depends upon how the observer interacts with the natural elements of the study can influence the data. Most field observers are known as **complete observers** because they make observations of what is being studied without interacting with what is observed.
- ▶ The observer who chooses to interact is a **participant observer** and makes it clear that he or she is a researcher.
- ▶ Field observers who choose to participate in their study environment are known as **complete participants**. This is when the researcher is fully immersed in what is being studied. Complete observers are often used for ethnological, or cultural, studies.

COMPONENTS OF A FIELD RESEARCH

- ▶ The major components of a field research include (Lounsbury and Aldrich, 1986):
 - ▶ Clearly stating the problem,
 - ▶ Defining the study area
 - ▶ Formulating hypotheses
 - ▶ Identifying the necessary data
 - ▶ Establishing the classification and resolution (scale) of the data
 - ▶ Acquiring the data
 - ▶ Processing and analyzing the data
 - ▶ Resolving the problem and rejecting or accepting the hypotheses
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Conti.....

- ▶ The focus of field research is the systematic acquisition of field data.
- ▶ These **data are then analyzed** in the same manner as the results of any kind of research project; there are no special or unique methods of analysis.
- ▶ The purpose of any data analysis is to **test hypotheses** and, in general, **answer the question** raised in the statement of the problem.

Conclusion

Diagram,

Field research typically involves a combination of participant observation, interviewing, and document or artifact analysis. This focuses primarily on participant observation



References

- ▶ <http://2012books.lardbucket.org/books/sociological-inquiry-principles-qualitative-and-quantitative-methods/s13-01-field-research-what-is-it-and-.html>
- ▶ (Lounsbury and Aldrich, 1986)

Any Question?



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Conclusion Future work

Thank you for your attention

