

Survey and case methodologies

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Menu

- Old school or hype
- Time & access
- Motivation & access
- Readings

Old school or hype

- Classical requirements to master research methods
- Studying e\$\$ does not eliminate key requirements to PhD
- Read the administrative order / regulation on requirement to the PhD

Role of respondents

- Single-role
 - User
 - Manager
 - etc
- Multiple-role
 - User & manager
 - User & IS-manager

Time & access

- How much time do you have?
 - 1 hour interview = 80 hours of work
 - Atlas, Nudist, etc
 - 1 online survey can be done in 1 hour
 - SurveyMonkey.com, etc
- How to get access to respondents?
 - Knowledge of population (N), sample (n)
 - Truly randomly

Motivation & output

- Why are YOU doing EMPIRICAL research?
- What do you anticipate to achieve?
- Who(m) are to benefit from the data?
- What are you going to do with the data?
- When and where are you going to report them?

Generalization

- Development of concepts (zuboff)
- Generalization of theory (orlikowsky)
- Drawing of specific implications (walsham)
- Contribution of rich insight (suchman)

Traditional methods at the shelf

- Theorem proof
- Laboratory experiments
- Field experiments
- Case Study
- Survey

New methods

- Forecasting
- Simulation, games, role playing
- Subjective/ argumentative
- Descriptive/ interpretive
- Action research

How to choose research approach

Object:	Modes for traditional approaches (observations)	Modes for new approaches (interpretations)
Society		
Organization		
Individual		
Technology		
Methodology		

Orlikowsky & Baroudi

- Physical and social reality
 - Ontology whether social and physical worlds are objective and exist independently of humans or subjective and exist only through human action
 - Human rationality The intentionality ascribed to human action
 - Social relations Whether social relations are intrinsically stable and orderly, or essentially dynamic and conflictive
- Knowledge
 - Epistemology criteria for constructing and evaluating knowledge
 - Methodology which research methods are appropriate for generating valid evidence
- Relationship between theory and practice The purpose of knowledge in practice

Orlikowsky & Baroudi

- Survey, labs, and case studies
- Cross-sectional, single snapshot
- Positivist epistemology (descriptive and theoretically grounded)

Online survey

Purpose of online survey

- Explorative
- Descriptive
- Explanatory
- Research design
- Sampling
 - Representativeness
 - Sample size
- Data collection
 - Pretest
 - Response rate

Sample

- Population
- Clients
- Association members
- Conference attendances
- Geographic region
- Etc.
- Systematic
 - Random
 - Stratified
- Unsystematic
 - Convenience
 - Snowball
 - Not described

Unit costs

- Set-up
- Distribution
- Collection
 - Reminder letter
- Data entry

Response rate

- Overall response rate
- Non-respondent bias
- Question skipping/ Item missing
- Response time (difference between early response and late response)
- Response after cut-off date

Data collection method

- Mail questionnaire
- Face-to-face (interview/ questionnaire)
- Telephone
- Computer/ online
 - Downloaded questionnaire
 - Interactive questionnaire/ chat

Legal aspects

- Right to store data
- Trade data
- Send material to respondents

Qualitative method

Unit of analysis

- Individual
- Work group
- Department
- Organization
- Application
- Project
- Community

Benbasat on cases

- Examined in natural setting
- Intensive study
- No manipulation
- Answers the why and how Q not the frequency/ numbers
- Exploration, classification, hypothesis development

Single case studies

- Relevant
- Critical for testing a well-formulated theory
- Extreme or unique
 - Yin, 1984

Collection of data for case studies

- Documentation
- Archival records
- Interviews
- Direct observation
- Physical artefacts

Suggested readings

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