

QUALITATIVE METHOD (CASE STUDY RESEARCH)

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ABSTRACT

Case study is one of seven types of qualitative research that aims to increase knowledge about individual, group, social, political and other phenomena. By conducting a case study it is hoped that an understanding of the complexity of a case will be obtained and understanding its movements in a very important situation.

The purpose of this paper is to understand how to make case study research by getting to know several types of case study research, understanding the procedures in case study research, the advantages and disadvantages of case study research, how to conduct case study research including making case study designs, collecting evidence, analyze the evidence obtained and finally how to make a case study research report.

Keywords: Qualitative Research, Case Study Research.

INTRODUCTION

Qualitative research is a research approach that studies social science and cultural phenomena. This research approach is used because it allows the researcher to gain a deeper understanding of a person's or group's experience. Qualitative research emphasizes the interpretation of human problems and experiences rather than focusing on data or values that can be measured in variables.

Case study research is one of the seven types of qualitative research approaches commonly used in social research, such as Ethnography, Phenomenology, Field research, Grounded theory, Case study, Historical research and Hermeneutics. Case study is utilized to increase our knowledge about individual, groups, social, political and related phenomena, and expected to get an understanding of the complexity of a case and

to comprehend its movement inside important conditions. Case study research is presently referred to have a notoriety for being a compelling strategy for exploring, in-depth comprehension of complex issues, occasions and phenomena that happen in real life.

Yin (1994,p13) proposes: *“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”*

Cresswell (2007,p73) proposes: *“A case study is a qualitative approach in which the investigator explores a bounded system (a case) or multiple bounded systems (cases) overtime, through detailed, in-depth data collection involving multiple source of information (e.g., observations, interviews, audiovisual material, and documents and*

reports), and reports a case description and case-based themes”.

Case study research has developed in reputation as an effective approach to explore and comprehend complex issues in real world settings. Case study have been utilized over various disciplines, especially in the social sciences, education, business, law, and health, to address a wide scope of research questions.

As a research method, case studies are often used in qualitative research, doing case study research would be the favored technique in situation when (a) The primary research questions are "how" or "why" questions. How and why questions are more logical and liable to prompt the utilization of case studies, histories and experiences as the ideal research strategies. (b) A scientist has an almost no influence at contemporary set of events and (c) Specifically studying a contemporary phenomenon.

The case study approach is especially valuable to utilize when there is a need to get an in-depth appreciation about an issue, event or phenomenon of interest, in its natural real-life context, and the case study research's key objectives offers a detailed process of building hypothesis and planning, actualizing, and evaluating an extensive extent of case study research methods strategies

TYPE OF CASE STUDY RESEARCH

Cresswell (2007, p74) mention that there are three type of case study:

1. The *instrumental case study*

An instrumental case study utilizes a case to pick up experiences into a phenomenon. The researcher focuses an issue or concern, and afterward chooses one limited cases to outline this issue.

2. The collective or multiple case study

Collective or multiple case studies use data from various study to formulate the case for another investigation. the utilization of past investigations gives extra information without investing more energy on extra examinations. frequently the researcher deliberately chooses various cases to show alternate points of view on the issues

3. The *intrinsic case study*

An intrinsic case study is the investigation of a case wherein the subject itself is the essential interest, because the case presents a different circumstance.

PROCEDURES FOR CONDUCTING A CASE STUDY

Based on the Stake's (1995), John Creswell (2007) concluded that there are several approaches conducting a case study

- First, researcher decide whether a case study approach is proper to the research problem. A case study is a decent methodology when the inquirer has obviously recognizable cases and look to give an in depth comprehension of the cases or an examination of a few cases.
- Researcher next need to recognize their case or cases. these cases may include an individual, several individual, a program, an event, or an activity. The researcher

consider what sort of case study is more precise and valuable, select cases that show alternate points of view on the issue, process or event that need to portray.

- Data collection was carried out extensively, using various sources such as observations, interviews, documents and audiovisual materials.
- Data collection will give information of the case such aspect as the historical background of the case. After that the researcher may focus on some key issue for understanding the complexity of the case.
- In the last interpretive stage, the researcher reports the importance of the case, both of finding out about the issue of the case or finding out about an unusual situation

THE ADVANTAGES AND DISADVANTAGES OF CASE STUDY

Although the case study research is very important in social research and many other fields, however, it does have some advantages and disadvantages, such as:

A. Advantages of case study

- Intensive study
The case study method is an intensive study of a case, by conducting and in-depth investigation. This research studies in depth about a person or event, especially cases with subjects that cannot be reconstructed physically and ethically
- Developing new research
Case studies are probably the most ideal approaches to stimulate new research.

After doing research and obtaining valuable findings, the researcher will be able to develop new studies that would not be possible if he did not conduct a case study.

- Contradicting established ideas or theories
Mostly there are theories that might be questioned in case studies. the case demonstrated that the overall hypothesis wasn't right, but still valuable, however that the researcher was dishonest.
- Giving new insight
Case studies can give understanding into phenomena that can't be educated in some other methods

B. Disadvantages of case study

- Inability to replicate
Many of case studies can't be replicated, and subsequently, can't be supported, it implies the information and results are just legitimate for that one individual
- Hawthorne effect
The effect in which individuals change their behavior when they know they are being observed.
- Researcher bias
In case study research, bias is very possible. bias can be for subject, data collection or data interpreted. Mainly, when humans become a subject, it is normally the researcher can be close to the subject participant, it will cause the researcher losing his neutrality
- No classification

Case study research focuses only on one small group and thus does not allow classification

- Time intensive

Study case research requires a long time, especially in collecting data and developing a case study. For new researchers, it is necessary to understand more deeply before conducting research

- Possibility of Errors

Errors may occur in case study research, especially if the case study is based on memory and judgment. someone's past perspective will be different from others in making judgments therefor it can create errors

- Ethical issues

Ethical issues will always be questioned, whether a study becomes unethical or tolerates the unethical behavior of researchers

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DESIGNING A CASE STUDY

In case study research, a research design is needed for in-depth research investigation, developing a research design is the most difficult part of case study research. A research design is the logic that connects the information to be gathered to the underlying of study and case studies have their own research design methods

A. Definition of research designs

Yin (2003,p20) defines: "*A research design is a logical plan for getting from here to there, where here may be defined as the initial set of questions to be answered, and*

there is some set of conclusion (answer) about these question. Between "here" and "there" may be found a number of major steps, including the collection and analysis of relevant data".

Philliber, Schwab, & Samsloss, (1980) in Yin (2003,p21) define:

"A research design is as a "blueprint" of research, dealing with at least four problems: what questions to study, what data are relevant, what data to collect, and how to analyze the results"

A research design aims to avoid when the evidence does not answer the research question and a research design manages a reasonable issues and not a strategic issue.

B. Component of research design

Yin (2003, p:21-27) found that there are 5 important components in a case study research design, they are:

1. Study question
2. Study proposition
3. Unit of analysis
4. Linking data to proposition
5. The criteria for interpreting a study's finding

Study question: The case study strategy is most likely suitable for "how" and "why" questions. therefore, it is important to explain exactly the nature of your study question.

Study proposition: Each proposition focus on something that should be analyzed within the scope of study. Some studies have reasons for not having any propositions. These are conditions that exist in experiments, surveys, and other research strategies. Every

exploration study must have a purpose, the design for an exploratory study should state its objectives, and define the criteria to be used to judge exploration success.

Unit of analysis: The unit of analysis (case) is concerned with defining the initial research question. The selection of the appropriate unit of analysis will occur when determining the main research question. When questions do not lead to the superiority of one unit of analysis over another, the questions may be too vague or too numerous, resulting in difficulties in carrying out the case study. However, when the definition of the unit of analysis has been found, it should not be considered a permanent statement

Linking data to proposition: There are many ways to connect data to propositions, but no one can define them precisely. Donald Campbell (1975) issued an idea of a case study approach that is to do "pattern matching" where some information from the same case may have a relationship with several proposition theories.

The criteria for interpreting a study's finding: There is no precise way to define criteria for interpreting these types of findings. One hopes that different patterns can be used to compare findings that can be understood and learned

C. The role of theory in design work

Theory development. For case studies, theory development is a very important stage in determining whether further case studies will be developed or test theory. A comprehensive research design will provide a

strong direction in determining what data to collect and a strategy for analyzing the data.

Illustrative types of theories. There are several types of theory that can be considered such as:

- Individual theories (example: theories of individual development, cognitive behavior, individual perception, etc.)
- Group theories (example: theories of family functioning, informal groups, work teams, etc.)
- Organizational theories (example: theories of bureaucracies, organizational structure and function, interorganizational partnerships, etc.)
- Societal theories (example: theories of urban development, cultural institution, international behavior, etc.)

Generalizing from case study to theory.

Theory development doesn't just encourage the data collection of the resulting Case study. The appropriately developed theory is the stage where the generalization of the case result will happen. This theory has been described all through this book as "analytic generalization" has been compared to another method of generalizing result, known as "statistical generalization". Understanding the differentiation between two types of generalization might be your most significant challenge in doing case studies.

D. Criteria of judging the quality of research design

A research design is supposed to represent a logical set of statements, and also judge the quality of logical any other research

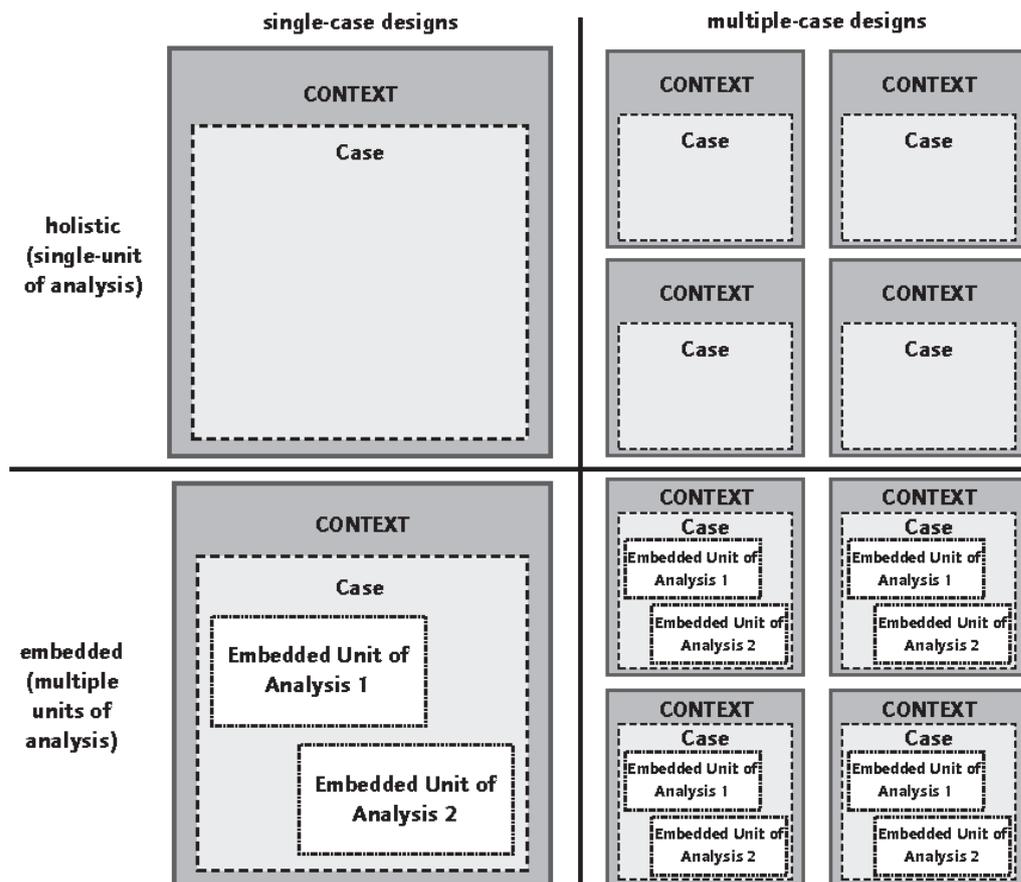
design. There are 4 types of tests that are frequently used to assess the quality of design research such as:

- *Construct validity*: Determined right operational measures for the theory being studied.
- *Internal validity*: establishing a causal relationship.

- *External validity*: Determined the territory where findings can be generalized.
- *Reliability*: verify that the operations of study can be repeated with the same result.

E. Case study design

This is common feature of research design serve as a background for considering the typical design for case study



Based on a 2x2 matrix, there are four types design:

- Type 1 : Single case (holistic) design
- Type 2 : Single case (embedded) design
- Type 3 : Multiple case (holistic) design
- Type 4 : Multiple case (embedded) design

Rationale for single case design, In designing case studies, it is necessary to determine in advance how to collect the data between single or multiple case designs that will be used to answer research questions. The single case study is a suitable design for several situations with five principles, they are:

- The critical case
- An extreme case or a unique case
- Representative or typical case
- The revelatory case
- The longitudinal case

Holistic versus embedded case studies. The two form of single case studies have their benefits and problems. Holistic design is advantageous when irrational subunits can be identified or when fundamentally relevant case studies are themselves holistic. A potential problem arises when a global approach allows researchers to avoid examining specific phenomena in detail. A typical problem with holistic design is that all case studies can be conducted at an abstract level, without clear data or measurements.

The problem with holistic design is that the entire nature of the case study can change without the knowledge of the researcher during the study period. The first questions may have reflected one orientation, but as the case study proceeds, a different orientation may arise, and the evidence starting to indicate a different research question. Although they have claimed flexibility to be strength of the case study approach, however, most criticism of case study is based on that shifting. Thus, an embedded design become as a significant tool for focusing a case study research

Multiple versus single case design. Multiple case design has different advantage and disadvantage than single case designs. The information from multiple cases is more

interesting, and the overall study is considering more robust. At the same time, principle in single-case design usually cannot be pleased by multiple cases. Furthermore, a multiple case study requires comprehensive resources and time beyond the mean of a single student or independent researcher. Consequently, the results of multiple case studies are worthy of consideration, every case should provide a certain objective within the overall scope of investigation.

Replication, not sampling logic, for multiple case studies. Replication Logic attempt to duplicate the appropriate same conditions as the original experiment. Replication occasionally tries to change one or two experiment conditions that are assume irrelevant so that the findings can still be duplicated. The original findings are considered robust and suitable for further investigation or interpretation. The logic principal the use of the case studies is the same. Each case must be selected carefully so that (a) predicts similar outcomes (a literal replication) or (b) predicts contrasting outcomes but for predictable reasons (theoretical replication)

Rationale for multiple case design. The rationale for multiple case design comes directly from your view of literal and theoretical replication. A simple multiple case design will select of two or more cases that are presume to be literal replications. Selecting such a case needed prior knowledge of the outcome, and multiple case studies concern on how and why model

results might happen and expect literal replication of conditions from case to case.

Multiple case studies: holistic or embedded.

Multiple case studies doesnot erase the variety recognized in single cases; the individual cases inside a different study investigation design may still be holistic or embedded. Multiple cases study may comprise of multiple holistic cases or multiple embedded cases. the distinction of this variation rely upon the kind of phenomenon being studied and research question.

Embedded design may conduct of a survey at each case study site, the study information will be important for finding for every individual community or case and this information might be exceptionally quantitative.

THE CASE STUDY INVESTIGATOR: DESIRED SKILL

Trained and experienced investigators are required to conduct high-quality case studies because of the the influence interaction between the theoretical problem being studied and the data being gathered. A basic list of skills that are generally required is as follows (Yin, 2003,P:59) :

- A good case study investigator should be able to *ask good questions* and *interpret* the answers
- An investigator should be a *good listener* and not to be trap by own ideologies or preconceptions

- An investigator should be *adaptive* and *flexible*
- An investigator must *have a firm grasp of the issues being studied*, whether this is a theoretical or policy orientation
- A person should be unbiased by preconceived notions, including these derived from theory, thus a person should be *sensitive* and *responsive* to contradictory evidence

COLLECTING THE EVIDENCE

Data of case study can come from many resources, there are six important ones and investigator must know how to apply this sources, they are:

- Documentation
Consider the following variety of documents:
 1. Letters, memoranda and other communiques
 2. Agenda, announcements and minutes meetings
 3. Administrative document - proposals, progress reports and other internal records
 4. Formal studies or evaluations of the same "site" under study
 5. Newspaper clipping and other articles appearing in mass media or in community newsletters.
- Archival records
Archival records include the following:
 1. Service records
 2. Organizational records
 3. Maps and charts

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| <ul style="list-style-type: none"> 4. Lists of names and other relevant items 5. Survey data 6. Personal records, such as diaries, calendars and telephone listings. • Interviews • Direct Observation • Participant-observation • Physical artifacts <ul style="list-style-type: none"> 1. Service records 2. Organizational records | <p>Physical or cultural artifacts may be collected or observed as part of a field visit, includes:</p> <ul style="list-style-type: none"> 1. A technological device 2. A tool or instrument 3. A work of art 4. The computer printout 5. some other physical evidence |
|---|--|

Table 3.2 Six Sources of Evident: Strengths and Weaknesses

Source of Evidence	Strengths	Weaknesses
Documentation	Stable, Exact and Broad coverage	Biased selectivity, Reporting bias Access blocked
Archival Records	(Same as above) precise and quantitative	(same as above) Accessibility due to privacy reasons
Interview	Targeted directly on case study topic and Insightful into perceived causal inferences	Bias of constructed questionnaire Response bias Biased reflexivity to interviewer
Direct Observation	Reality and Contextual	Time consuming, Narrow selectivity Different Reflexivity
Participant observation	(same as for direct observations) Insightful	(Same as above) Bias
Physical Artifacts	Cultural features and technical operations insight I	Selectivity and Availability

Source: Yi 1994. P.80

Three principles of data collection

Principle 1: Use Multiple sources of evidence

Principle 2: Create a case study database

Principle 3: Maintain a chain of evidence

ANALYZING CASE STUDY EVIDENCE

Three strategies can be used to analyze case study evidence, such as relying on theoretical proportion, setting up frame work based on rival explanations and developing case description.

Any of that strategies can be used in applying five specific techniques for analyzing case studies:

- Pattern matching
- Explanation building
- Time series analysis
- Logic models
- Cross case synthesis

REPORTING A CASE STUDY

Reporting a case study implies carrying its outcomes and finding to conclusion. Reporting case study result additionally is one of the most challenging aspect of doing case study. It is advisable to compile part of the case study earlier while waiting for the data analysis process to end. The writing structure and composition of the reporting that relate directly to the case study covers the following topics:

- Targeting Case study reports
- Case study report as part of larger multimethod studies
- Illustrative structure for case study compositions
- Procedures to be followed in doing a case study report
- Conclusion

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