

# CASE STUDY RESEARCH METHOD

"METHODOLOGY REVIEW "

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# OBJECTIVES

- Define Case study
- Discuss the paradigms
- Explain the types
- Enlist the purposes
- Analyse the designs
- Review the methodology
- Describe the Analysis
- Enumerate the merits and demerits.

- Case Review- Critical reappraisal of a case
- Case report- Summary of a case/  
documented reporting of a case

- Qualitative research
- Different disciplines
- It is an in-depth investigation of a single entity or small number of entities, which could be an individual, family, group, institution, community or other social unit.

- history, development, or circumstances of the entity under study are analysed.

# DEFINITION

A case study is an empirical enquiry that investigates a contemporary phenomenon in depth and within its real-life context, especially when the boundaries between phenomenon and context are not clearly evident.

(R. Yin, 2009)

## DEFINITION- CONTD-

It is a systematic inquiry into an event or a set of related events which aims to describe and explain the phenomenon of interest.

(Bromley, (1990)

- The case is the core/ centre stage of inquiry



# PARADIGMS

- 1) The research question
- 2) its propositions
- 3) its units of analysis
- 4) determination of how the data are linked to the propositions
- 5) criteria to interpret the findings

(Yin 1994)

# TYPES

- 1) **Intrinsic case study**- where the researchers do not have to select the case  
eg:- evaluation of the process of implementing an innovation in an institution

## TYPES- CONTD

**2) Instrumental case study-** the researchers begin with a research question or problem, and seek out a case that offers illumination. The case may not be typical but can maximise what can be learned about the phenomenon

(Stake-1995)

# PURPOSES

- Explanatory
- Exploratory
- Descriptive

# TYPES OF DESIGNS

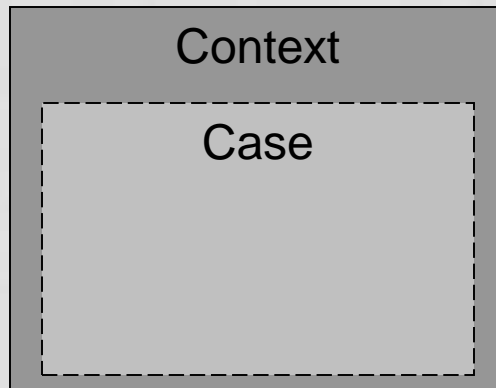
- 1) Single case- holistic (extreme or unique case)
- 2) Single case-embedded
- 3) Multiple - holistic (literal or theoretical replication)
- 4) Multiple -embedded

# BASIC TYPES OF DESIGNS

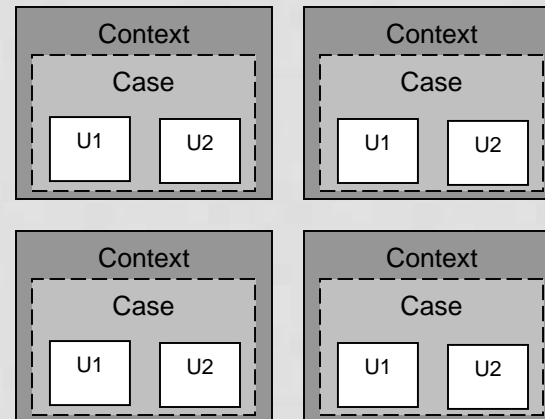
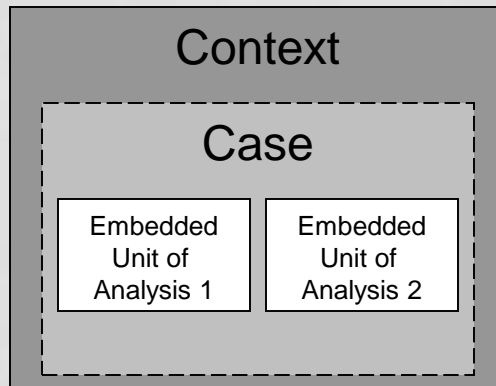
Single-case Designs

Multiple-case Designs

Holistic  
(single unit  
of analysis)



Embedded  
(multiple units  
of analysis)



# CONDUCTING CASE STUDIES

- The researcher should have
  - good knowledge of the phenomenon
  - good listening skills
  - adaptability and flexibility.

# PROTOCOL

- The instrument for the research, details of procedures and general rules to be followed while using the instrument
- Overview of the study project- objectives, issues, readings, literature and research.



# PROTOCOL- CONTD

- Field procedures- access to field sites, sources of information
- Case study questions posed to investigators, key classifications, suggestions for likely source of evidence.
- A guide for case study report

# DATA COLLECTION

- Documentation
- Archival records
- Interviews
- Direct observations
- Participant observation
- Physical artifacts.

# 3 PRINCIPLES OF DATA COLLECTION

1) Use multiple sources of data,(Triangulation)

2) create a case study data base

- case study notes, case study documents ,tabular materials ,narratives

3) Maintain a chain of evidence.

research questions to ultimate conclusions, the circumstances.

# CONSTRUCT VALIDITY

- Problem:
  - objectivity vs. subjectivity
- Tactics:
  - Use multiple sources of evidence
  - Establish chain of evidence
  - Have key informants review draft case study report

# INTERNAL VALIDITY

- Problem:
  - Mainly a concern for explanatory case studies
  - Making inferences in a case study
- Tactics:
  - Do pattern matching
  - Do explanation building
  - Address rival explanation
  - Use logic model

# EXTERNAL VALIDITY

- Problem:

Generizability

- Tactics:

- Use theoretical replication in single-case studies
- Use literal replication logic in multiple-case studies

# RELIABILITY

- Problem:
  - To minimize errors and biases in a study
- Tactics:
  - Use case study protocol
  - Develop case study database

# METHODS AND ANALYSIS

side by side This is done in 3 stages;

**Stage 1- Describing experience-** The data collected from multiple sources are **mapped**; and then **categorised using colour codes, taxonomies and chronological ordering.**



# METHODS AND ANALYSIS

- **Stage 2- Describing meaning-** In this stage the researcher consults the literature and links the research questions and methods to the philosophical frame work

# METHODS AND ANALYSIS

**Stage-3 Focus on the analysis-** Generalization of case study findings is limited to the case itself or types of cases, but attention to selected details enhances the analysis and increases the clarity of reasoning. Use of an **extreme case**, the **deviant case** and the **normal case** are helpful in making comparison so as to enhance rigour in the study design.

# ANALYTIC TECHNIQUES

- Pattern matching- explanatory, descriptive
- Explanation building- exploratory
- Time series analysis
- Logic models - cause -effect relations
- Cross case synthesis

# MERITS

- To answer questions **how** and **why**
- Extent of control over behavioural events- investigator has little or no possibility to control the events
- General circumstances of the phenomenon to be studied- contemporary phenomenon in a real life context

# DEMERITS

- Lack of systematic handling of data
- Rigor of case study research
- Little basis for scientific generalization
- Too long, result in massive, unreadable documents
- Can't directly address causal relationships

# ISSUES IN REPORTING

- There is no any stereotypic form
- Targeting case study reports
- Structures for case study reports:
  - Linear-analytic (for all types)
  - Comparative (for all types)
  - Chronological (for all types)
  - Theory-building (for explanatory and exploratory)

# REFERENCES

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