



Week 3

Determining the Value of Qualitative Designs

Designs Part I: Case Study and Phenomenology

In Designs Part I, you are introduced to two of the many research designs used in qualitative research. Two common designs for qualitative business studies include case studies and phenomenology. This is not to say you can just choose one that you like; rather, the research question will help to determine which type of design you choose—just as the research question helps determine the methodology. Probably the most common design in qualitative dissertation research in the business field is case study design.

Case Study Design – The case study design is used when the research question requires the researcher to look at single or multiple cases in a particular inquiry with the proposed population in the selected geographic location. Case studies do not require the researcher to be immersed in the situation or the culture. Case studies allow the researcher to ask questions or observe others regarding their own experiences to collect the data needed to answer the research question. A case study can require less research time on behalf of the researcher, which is often important when writing a dissertation.

Example – You are planning to research a problem that appears to be unique to industry and sector. The unique nature of the problem means that there will be few individuals available to give insights about the problem at hand. These circumstances make this an opportunity for a case study.

Phenomenological Design – The phenomenological research design applies to the behaviors of a group who have been affected by an identified event. An example of when this design would be appropriate is the discovery of gold in the western United States; this was a unique event that changed the lives of small groups of people across the country indifferently. Understanding the effect of the event would require the researcher to identify individuals who had a specific type of experience that was directly related to the Gold Rush. As with all qualitative research designs, the research question and problem will dictate the design chosen.

During the 1970s and 1980s, the opening of the Internet for personal and commercial use created numerous opportunities for business leaders to enhance services to customers; this was an identifiable event or trigger event. Up to that point in time, there were limited

studies on the interactions between business and the Internet. This circumstance was ideal for phenomenological researchers.

Be sure to review this week's resources carefully. You are expected to apply the information from these resources when you prepare your assignments.

90 % 9 of 10 topics complete

Books and Resources for this Week



Calman, L., Brunton, L., & Molassiotis, A. (2013). Developing longitudinal qualitative designs: lessons learned and recommendations for health...

[Link](#)



Edmonds, A. & Kennedy T. D. (2017). An Applied Guide to Research Designs: Quantitative, Qualitative, and Mixed Methods, Second Edition. Thousand Oaks,

[Link](#)



Faulkner, C. A., & Faulkner, S. S. (2019). Research methods for social workers: A practice-based approach (3rd ed.). New York, NY: Oxford...

[Link](#)



Foster, W. T. (Academic). (2017). Researching diffusion of innovations using a mixed methods design [Video file].

[Link](#)



NCU School of Business Best Practice
Guide for Qualitative Research Design
and Methods in Dissertations 2nd
Edition

[Link](#)



Ram, K., & Houston, C. (2015).
Phenomenology in anthropology: A
sense of perspective. Bloomington,
Indiana: Indiana University Press.

[Link](#)



Snyder, C. (2012). A case study of a
case study: Analysis of a robust
qualitative research methodology.
Qualitative Report, 17(26), 1-21.

[Link](#)



Van Manen, M. (2017). Phenomenology
in its original sense. Qualitative Health
Research, 27, 810-825.

[Link](#)



Yin, R. K. (2015). Qualitative research
from start to finish. New York, NY:
Guilford Publications.

[Link](#)



Week 3 - Assignment: Justify the Use of Qualitative Designs: Case Study or Phenomenology

Assignment

Due January 22 at 11:59 PM

One of the many tasks involved in writing a dissertation or a research article is being able to justify the choice of one methodology over others. Just as critical to the feasibility of a study is the stated rationale for selecting a specific research design. This week, you are introduced to two research designs that have several features in common; there are also stark contrasts that are identifiable.

For this week's assignment, consider what you have learned about the case study and phenomenological research designs. Using the same research problem developed in Week 1, how could you use these designs to gain insights to fulfill the purpose of your study?

Begin by selecting the approach that best fits the problem. Use the resources provided and at least three other peer-reviewed articles to defend your choice (two pages minimum). Create a one-page critique of the other research design that includes arguments why the design may not be suitable for researching your problem. Include a summary of the key arguments for your choice.

Length: 3-4 pages

Your assignment should demonstrate thoughtful consideration of the ideas and concepts presented in the course and provide new thoughts and insights relating directly to this topic. Your response should reflect scholarly writing and current APA standards. Be sure to adhere to Northcentral University's Academic Integrity Policy.

Upload your document and click the *Submit to Dropbox* button.