



Case Study Research

Yodi Mahendradhata

Copyrighted Material

Robert K. Yin

Case Study Research

Design and Methods

Fourth Edition



Key Reference

APPLIED SOCIAL RESEARCH METHODS SERIES

Volume 5

Copyrighted Material

What is a case study?

- An empirical inquiry
- Investigates a contemporary phenomenon within its real-life context
- Especially when the boundaries between phenomenon and context are not clearly evident

The Case study inquiry

- Copes with technically distinctive situation
- More variables than data point
- Relies on multiple source of evidence
- Needing data to converge
- Benefits from theoretical propositions

Case study purposes

Exploratory

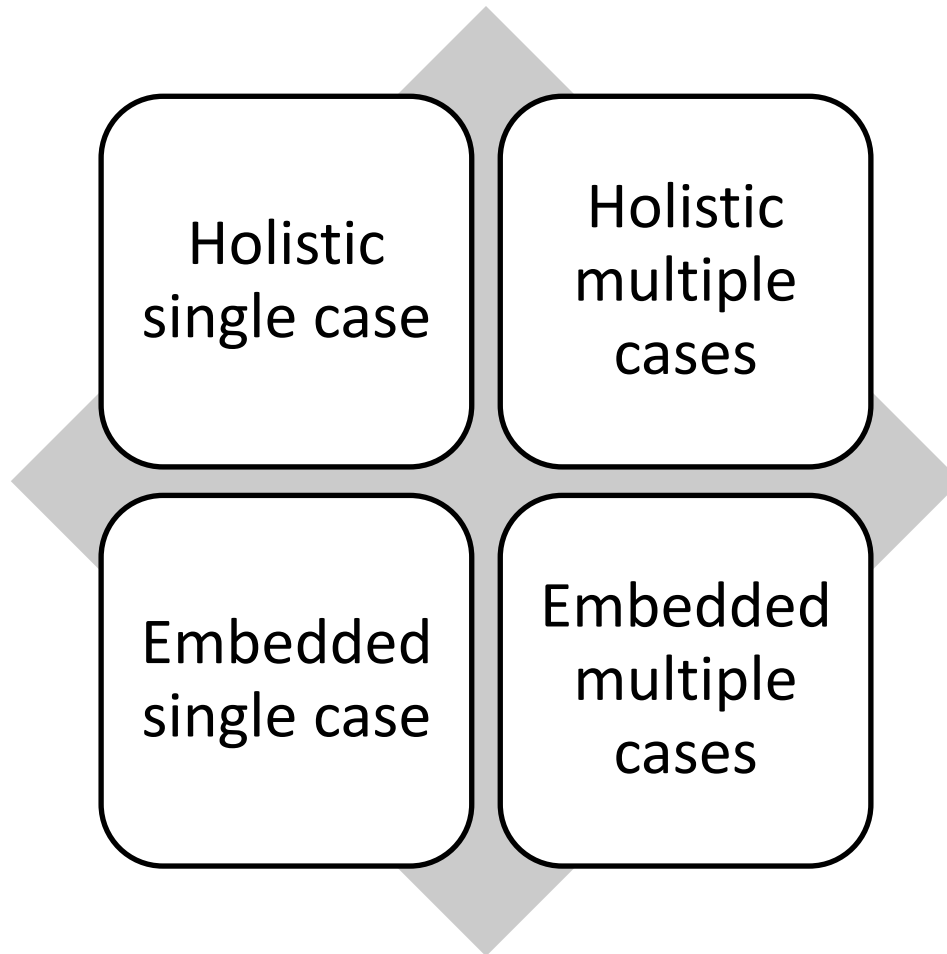
Descriptive

Explanatory

The case study research design

- Study questions
- Propositions (if any)
- Unit(s) of analysis
- Logic linking data to propositions
- Criteria for interpreting the finding

Specific case study designs



When to use single case?

Critical
case

Extreme
case

Unique
case

Revelatory
case

Unit of analysis: phenomenon under study

Person

Group

Organization

Product

Program

Policy

Unit of analysis: design vs data source

		Data collection source	
		From an individual	From an organization
Design	About an individual	<ul style="list-style-type: none">• Individual behaviour• Individual attitudes• Individual perceptions	<ul style="list-style-type: none">• Archival records
	About an organization	<ul style="list-style-type: none">• How organization works• Why organization works	<ul style="list-style-type: none">• Personnel policies• Organization outcomes

Major sources of evidences

Documentation

Archival
records

Interviews

Direct
observations

Participant
observation

Physical
artefacts

Analysis for case study

- General strategies
 - Relying on theoretical propositions
 - Developing a case description
- Specific techniques
 - Pattern matching
 - Explanation building
 - Time series analysis
 - Program logic models

High quality analysis?

- Relied on all relevant evidences
- Include all major rival interpretations
- Address the most significant aspect
- Prior, expert knowledge

The pilot case study

- Selection
 - Convenience
 - Access
 - Geographical proximity
- Can be much broader, less focused
- Substantive
 - Conceptual clarifications
 - Refine theoretical propositions
- Methodological
 - Formulate relevant questions
 - Logistics of field procedures

How to ensure quality of case study?*

Tests	Tactics	Research phase
Construct validity	<ul style="list-style-type: none">• Use multiple sources of evidence• Establish chain of evidence• Key informants review draft report	<ul style="list-style-type: none">• Data collection• Data collection• Composition
Internal validity	<ul style="list-style-type: none">• Pattern matching• Explanation building• Time series analysis	<ul style="list-style-type: none">• Data analysis• Data analysis• Data analysis
External validity	<ul style="list-style-type: none">• Replication logic in multiple-case studies	<ul style="list-style-type: none">• Research design
Reliability	<ul style="list-style-type: none">• Case study protocol• Case study database	<ul style="list-style-type: none">• Data collection• Data collection

*Ref: Yin (1994)

Case study researcher skills

- Ask good questions, interpret answers well
- Good listener
- Adaptive and flexible
- Firm grasps of the study issue
- Unbiased by preconceived notions