Topics to be covered today:

- Overview of Case Study Research Design
- Mixed Methods Case Study Approach
- Applying Today’s information to Your Study – Activity

What is case study?

- Another form of qualitative research
- The same thing as mixed methods research design but for some reason has a different name
- Something my chair is asking me to do
- Not sure which is why I am attending this session!

- A form of empirical inquiry
- A method to study a phenomenon in its real-life context
- Used when the boundaries are blurred between the phenomenon and context
- A method to study and analyze a situation where there are more variables of interest than data points
- A method which relies on multiple sources of evidence leading to triangulation of data
- Benefits from theoretical propositions to guide data collection and analysis
WHY USE CASE STUDY?
TO STUDY ONE OR MORE OF THE FOLLOWING:
- DECISIONS
- PROGRAMS
- POLICY FORMATION
- IMPLEMENTATION PROCESSES
- ORGANIZATIONAL CHANGE

Why use Case Study methodology?
--Define Your Research Question

--Define the Unit of Analysis

--Establish Underlying Theoretical Framework

--Choose Relevant Case Study Design

--Layout Procedures to Implementing the Study
What are the types of case study designs?

**BASIC TYPES OF DESIGNS**

- **Single-case Designs**
  - Holistic (single unit of analysis)
  - Embedded (multiple units of analysis)

- **Multiple-case Designs**
  - Context
  - Case
  - Embedded Unit of Analysis 1
  - Embedded Unit of Analysis 2

- Context
- Case
- U1
- U2
What is the difference between a Single case and a Multiple Case?

<table>
<thead>
<tr>
<th>Single Case</th>
<th>Multiple Case</th>
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<tbody>
<tr>
<td>■ One context to be studied</td>
<td>■ There is population and sample which offers multiple opportunities to study context</td>
</tr>
<tr>
<td>■ Critical Case (Theory testing)</td>
<td>■ More robust form of research</td>
</tr>
<tr>
<td>■ Extreme Case (Outlier)</td>
<td>■ Greater opportunity for rival findings</td>
</tr>
<tr>
<td>■ Unique Case (First of its kind)</td>
<td></td>
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<tr>
<td>■ Longitudinal Study</td>
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What is holistic (single-unit of analysis) vs embedded (multiple units of analysis)?

**Holistic/Single-Unit Analysis**
- Data collected is filtered through a single theoretical proposition
- Can be used in a single or multiple case approach
- E.g. Use of PBIS in public elementary schools moves the organizational culture toward greater trust between students and teachers. To be holistic approach data collected from a single or multiple schools is combined and filtered through the theoretical proposition.
- Weakness is too focused on theory and miss the reality of the phenomenon within a given case

**Embedded/Multiple Units of Analysis**
- Data is collected and filtered through more than one unit of analysis
- Can be used in single and multiple cases
- E.g. Multiple Case/Multiple Units. Same scenario with PBIS but each school site (context) data is analyzed considering the phenomenon (PBIS impact on Org. Culture) for each individual site which can lead to rival findings (compare and contrast). Also allows for sub-units to be analyzed
- E.g. Single Case/Multiple Units of analysis. Same scenario yet sub-units of analysis are considered from pov of four sub-units; students, teachers, staff, and parents. Each sub-unit data is analyzed separately prior to any combined analysis.
What are the types of case study designs?

**BASIC TYPES OF DESIGNS**

**Single-case Designs**
- Context
- Case
- Holistic (single unit of analysis)

**Multiple-case Designs**
- Context
- Case

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LET ME SEE IF I UNDERSTAND...
What types of data are collected for case study?

- Categories of data used in a case study:
  - Documentation
  - Archival Records
  - Interviews/Survey
  - Direct Observations
  - Physical Artifacts
  - Participant Observant

- Which of these types of data should be collected?
  - *It depends on the nature of the research questions.*

- Multiple sources of data – Triangulation
HOW DO YOU ANALYZE THIS COMPLICATED ARRAY OF INFORMATION?
Possible approaches to analysis of case study.

<table>
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<tbody>
<tr>
<td>Do</td>
<td>Do analysis of each data source</td>
</tr>
<tr>
<td>Determine</td>
<td>Determine key findings for each</td>
</tr>
<tr>
<td>Pattern</td>
<td>Pattern matching of key findings</td>
</tr>
<tr>
<td>Compare and contrast</td>
<td>Compare and contrast cases if appropriate</td>
</tr>
<tr>
<td>Filter</td>
<td>Filter through theoretical framework</td>
</tr>
<tr>
<td>Look</td>
<td>Look for rival or unpredicted patterns</td>
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MIXED METHODS CASE STUDY APPROACH
What is Mixed Methods Research?

Mixed methods is a way of collecting, analyzing and mixing quantitative and qualitative data in a single study.

(Creswell & Plano, 2011)
Quantitative Strand
State quantitative question and collect quantitative data. Analyze quantitative data and interpret quantitative results.

Qualitative Strand
State qualitative question and collect qualitative data. Analyze qualitative data and interpret qualitative results.

Overall Interpretation

(Creswell & Plano, 2011)
Using Mixed Methods Case Study?

Case study is a powerful research strategy to use within explanatory sequential mixed method designs. (Lalor et al. 2013)

Explanatory Sequential Mixed Method

[Diagram showing the process of Quantitative Data Collection and Analysis, followed by Qualitative Data Collection and Analysis, then Interpretation.]
Case Study
ACTIVITY TIME!