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UNIVERSITI TEKNOLOGI MALAYSIA



**Online
Learning**

Qualitative Research Design: Case Study

Adibah Abdul Latif | Aqeel Khan | Hee Jee Mei | Mahani
Mokhtar | Narina Abu Samah | Zainudin Hassan

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What is a case study?

(A) single instance...of a bounded system, for example a child, a clique, a class, a school, a community. It provides a unique example of real people in real situations, enabling readers to understand ideas more clearly than simply by presenting them with abstract theories or principles..... Further, contexts are unique and dynamic, hence case studies investigate and report the complex dynamic and unfolding interactions of events, human relationships and other factors in a unique instance.

The key characteristics of a case study [1]

Characteristics	Case study
Focus	Describing an in-depth description and analysis of a case or multiple cases.
Type of problem best suited for design	Providing an in-depth understanding of a case or cases.
Discipline background	Drawing from psychology, law, political science, and medicine.
Unit of analysis	Studying an event, a program, an activity, or more than one individual.

Source: Creswell (2013, p.104)

The key characteristics of a case study [2]

Characteristics	Case Study
Data collection forms	Using multiply sources (interviews, observations, documents, and artifacts).
Data analysis strategies	Analysing data through description of the case and themes of the case as well as cross-case themes.
Written report	Developing a detailed analysis of one or more cases.

Source: Creswell (2013, p.105)

Summary

Case study purposes:

- Exploratory – “what” questions
- Descriptive – a narrative account
- Explanatory – “how” and “why” questions

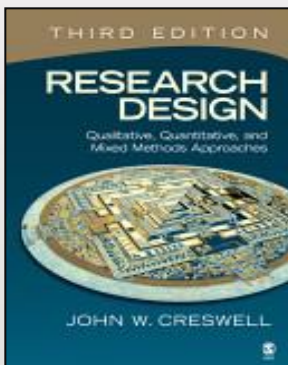
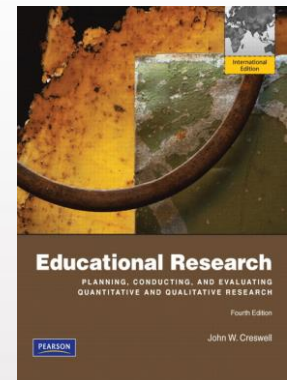
Source: Yin (2009, p.7-9)

References [1]



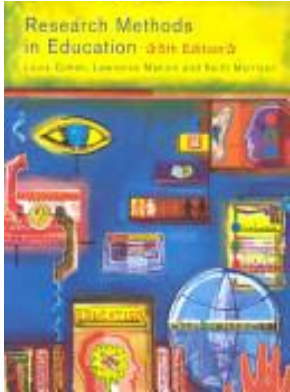
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References [2]



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