



Course program and reading list

Semester 1 Year 2023

School: Arison School of Business M.A. in OBD

Qualitative Research Methods In Organizations

Lecturer:

Dr. Yael Ben-David yael.bendavid@runi.ac.il

Teaching Assistant:

Ms. Danielle Wischegrodzky danielle.wischegrod@post.runi.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
28907	Lecture	2	2

Course Requirements :	Group Code :	Language:
Final Paper	231289071	English



Course Description

"Qualitative research methods" is a broad title referring to a theoretical position regarding the world around us. This title includes a variety of methods all sharing an interpretive stance, analyzing a phenomenon in context and focusing on the ability of the researcher to make sense of the world. As such these methods are incredibly relevant for consultants, who are by the very nature of their work required to explore, analyze and interpret the organizations they are engaged with.

These methods have gained legitimacy in our discipline of Organization Science and qualitative research is published in the top journals in the field as you can see from the reading list below.

As consultants these methods are the foundation for writing up organizational reports which are oftentimes based on analysis of interviews, observations and archival organizational material. These methods provide the consultant with an understanding of

how to collect data, analyze and interpret findings in a way that is both grounded and meaningful. For some these methods go beyond a writing "tool kit" and function as a professional stance through which they approach organizational life.



Course Goals

Throughout the course we will learn and explore basic tools and skills pertaining to the analysis and interpretation of qualitative data. We will discuss the challenge of writing up reports based on these analyses and related ethical questions. I hope that this course will provide you with a robust foundation to continue your journey in the world of qualitative research as researchers, consultants, HR professionals and managers.



Grading

- **Participation is compulsory** Studying qualitative research requires active engagement with these tools and a reflective discussion of this experience with "others". Following IDC guidelines, absence from more than two classes disqualifies you for completing the course. Exceptions to this rule should be referred to Na'ama Gur Arie from the student Dean's office.
 - **Active participation** Together we function as a "learning community". We are dependent on one another in order to provide a meaningful learning experience. The more you invest in the reading, preparation for classes, "thinking out loud" and raising questions, the more you will gain from this course. I expect you to be an active participant and take part in the course in your unique and personal way.
 - **Recordings** all classes will be recorded. virtual participation will be allowed only in special cases and only with advanced notification.
 - hybrid 'nested' classes of the OBD program - the OBD program will conduct a one hybrid learning day on the 20/12/22. The class will be held via zoom.
1. Grade components-
 2. Completing two course exercises (each will be graded and will make up 20 percent of your grade).
 3. Final assignment (60 percent).
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Lecturer Office Hours

Monday, 18:00-19:00, by appointment.



Tutor Office Hours

By appointment



Teaching Assistant

Ms. Danielle Binder, danielle.wischegrod@post.idc.ac.il



Additional Notes

Exercise 1 - Data collection

In this exercise, you are asked to conduct an interview and an observation with a manager in an organization, preferably in the field of HR or OD, about his/her career story. You must select a person with a meaningful management experience, who has at least five years of experience as a manager. Interviews can't be held with first degree family, a close friend or with the current direct supervisor.

A person must be selected for an interview and observation no later than 14.11.22. At this time, you need to inform the TA via email : (1) who you will be observing and interviewing, (2) what their seniority and position and (3) who is your partner for the exercise.

Data collection will be done in two ways:

(1) Narrative in-depth interview about their professional development story. The interview needs to be developed and conducted according to the narrative approach as learnt in class (Based on Rosenthal, 2015). The interview should last between 1-1.5 hours.

(2) Ethnographic observation. The observation will be held with the same person you interviewed, in their working environment. It could be a participatory/non-participatory observation of the manager in the context of his/her workplace, A team meeting, organizational event/gathering or just a day in the office. The exercise will be done in couples, so that you could divide the work between you.

Please note that you will need to continue to do all future exercise in the same pairs as the assignments in this course are co-dependent.

Checklist for the first exercises:

1. Short background of the person you interviewed and observed and about where and when the interview/observation took place (one page).
2. Interview form (one page).
3. Highlights for the observation : which aspects would you like to pay attention to? (one page).
4. A full transcription of the interview - no page limit. Beware to omit any identifying

details about the interviewee in your transcript. Please see a format for transcription on moodle. You are requested to keep the original recording of the interview as a backup. no need to submit the recording - only the transcript.

5. A consent form signed by the interviewee.
6. Observation summary (researcher diary) - no page limit. Please see a format for observation summary on moodle and use it to conduct your summaries during and after the observation.
7. Reflective thoughts regarding the process of interviewing and observing. Address your feelings, thoughts and sensations that were evoked in you during and following the interview. Importantly, address personal and professional insights you gained from this process. You may write this part individually or in pairs. (1-2 pages). In case you write separately, please not who wrote which.

Format : Write in double space, 2.5 cm margin, times new roman font size 12. Please name the file with your names + ID number. For example:
meiravbar_036079876_talmichaeli_044587678.doc.

Important note: Papers must be a well-written and coherent, as expected from an academic assignments. Make sure to write the paper in an academic standards, using the APA style. Make sure your paper is well-ordered, including a title page, table of contents, and numbered appendixes.

Please write the assignment with the understanding that I might quote from each paper in order to demonstrate writing in qualitative research in one of the last two classes. However, I will not quote from the reflective part of the paper which will be read only by the TA and myself.

Exercise 1 due to 11.12.22, 8PM via moodle.

Exercise 2

In this exercise you are asked to analyze the transcripts of one full page of the interview using principles for data analysis learned in class. After reading the interview, you are asked to analyze the text following these steps: (1) line-by-line analysis (content and form) (2) defining relevant initial categories (3) writing meaning for each initial category.

Check list for the second exercise:

1. A summary of your initial analysis in a table addressing: original text, content, form, initial categories, meaning.
2. Reflective thoughts on data analysis. Address your feelings, thoughts and sensations that were evoked in you during and following the process of data analysis. Importantly, address personal and professional insights you gained from this process. You may write this part individually or in pairs. (1-2 pages). In case you write separately, please not who wrote which.

Write in double space, 2.5 cm margin, David font size 12. Please name the file with your

names + ID number. For example: meiravbar_036079876_talmichaeli_044587678.doc

Important note: Papers must be a well-written and coherent, as expected from an academic assignments. Make sure to write the paper in an academic standards, using the APA style. Make sure your paper is well-ordered, including a title page, table of contents, and numbered appendixes.

Please write the assignment with the understanding that I might quote from each paper in order to demonstrate writing in qualitative research in one of the last two classes. However, I will not quote from the reflective part of the paper which will be read only by the TA and myself.

Exercise 2 due to: 8/1/23 8PM via moodle.

Final assignment:

In the final assignment you will be asked to conduct a comprehensive analysis of your interview and observation. Detailed instructions will be published towards the end of the semester.

Final assignment due to: 23.02.23.



Reading List

Date	Class Topic	Compulsory readings	Suggested Readings
Week 1	Philosophical foundations of qualitative research	Guba, E. G., & Lincoln, Y. S. (1994). Competing paradigms in qualitative research. In N. K. Denzin & Y. S. Lincoln (Eds.), <i>Handbook of qualitative research</i> (pp. 105-117). Thousand Oaks, CA: Sage.	
Week 2	Qualitative research design and questions, approaches to qualitative research.	Frankel, R. M. & Devers K. J (2000). Study Design in Qualitative Research—1: Developing Questions and Assessing Resource Needs. <i>Education for Health</i> , 13 (2): 251–261.	

<p>Week 3</p> <p>Data collection: interviews</p>	<p>Rosenthal, G. (2003). The healing effects of storytelling: On the conditions of curative storytelling in the context of research and counseling. <i>Qualitative Inquiry</i>, 9(6), 915-933.</p>	<p>Towards a more seeing research – visual methodology/ Jon Prosser. In: Denzin, N.K. and Lincoln, Y. 2008. <i>Handbook of qualitative research</i> (3rd edition). Thousand Oaks, CA: Sage. Pp: 479- 497.</p>
		<p>Chase, S.E. (1995). Taking Narrative Seriously. in <i>Narrative Study of Lives</i>, Vol. 3. Sage: Newbury Park, Calif</p>
<p>week 4</p> <p>Data collection: observations and shadowing</p>	<p>Malgorzata C., Katarzyna W. B., and Magnusson, O. (2018). Observation methods. In: <i>Qualitative Methodologies in Organizational Studies</i>. Volume 2: Methods and Possibilities.</p> <p>Rebecca Gill, Joshua Barbour, Marleah Dean, (2014) "Shadowing in/as work: ten recommendations for shadowing fieldwork practice", <i>Qualitative Research in Organizations and Management: An International Journal</i>, Vol. 9 Issue: 1, pp.69-89, https://doi.org/10.1108/QROM-09-2012-1100</p>	
<p>week 5</p> <p>Exercising interviews</p>	<p>Josselson, R. Interviewing for qualitative inquiry: A relational approach, Guilford publications, chapter one.</p>	
<p>week 6</p> <p>Data collection: focus groups</p>	<p>Wilkinson, S. (1998). Focus group methodology: A review. <i>International Journal of Social Research Methodology</i>, 1(3), 181-203.</p>	

Week 7	Data analysis: content	Charmaz, K. (1996). The search for meanings: grounded theory. Rethinking methods in psychology, 27-49. Leiblich, A., Zilber, T.B.,	J.W. Creswell. Research design: qualitative, quantitative, and mixed methods approaches, chapter 10.
Week 8	Data analysis: form	Tuval-Mashiach, R., and Zilber, T. 1998. Narrative research: Reading, analysis and interpretation. Thousand Oaks, Sage, chapter 1.	
Week 9	Integrating content and form	Josselson, R. (2006). Narrative research and the challenge of accumulating knowledge. Narrative Inquiry, 16(1): 3-10.	Tuval-Maschiach, R., and Leiblich, A. 2008. The embedded narrative: navigating through multiple contexts. Qualitative Inquiry, 14 (6), 1047-1069.
Week 10	Data analysis - exercise in pairs		
Week 11	from category to theory writing in qualitative research	Charmaz, K., & Belgrave, L. L. (2007). Grounded theory. John Wiley & Sons, Ltd. Ben-David, Y., Ickeson, T., & Kaye-Tzadok, A. (2021). Lost in the matrix: Dialectical tensions in facilitating virtual video groups during COVID-19 pandemic. <i>Internet Interventions</i> , 26, 100445.	Glaser, B. G., and Strauss, A. 1967. The discovery of grounded theory. Chicago, Aldine.
Week 12	Ethics and judgement of qualitative research	Josselson, R. (2007). The ethical attitude in narrative research: Principles and practicalities. In: D. J. Clandinin (Ed.), Handbook on	Chase, S.E. (2006). Personal vulnerability and interpretive authority in narrative

narrative inquiry: mapping a methodology (537-566). Thousand Oaks, Cal.: Sage.

research. In R. Josselson (Ed.) Ethics and process in the narrative study of lives (pp. 45-59). Thousand Oaks, CA: Sage.

Week 13 course summary; Q&A final assignment