

Grounded Theory in Context

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PHILOSOPHY	Version of truth about the universe and the human in it
ONTOLOGY	“being” positivist “becoming” interpretivist
EPISTEMOLOGY	The nature of knowledge and relationship of knower to data empirical/interpretive
METHODOLOGY	Logic of “finding out” methods, techniques and tools.

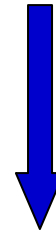
**MYTH AND SUPERSTITION
PLAYFUL PANTHEON
Of the GREEKS**

**From the mythical to the rational &
the rise of mental coherence**



**ORGANISED
RELIGION**

**The soul as
other world
and
Eternal life**



**RATIONAL
PHILOSOPHY**

**The real
here and now
world of
substance**

DUALISM

**Divorce of the
Spiritual and
Physical**

RATIONALISM

**Knowledge
Through reason
Mathematics logic**

REALISM

**Externally
Ordered concrete
World**

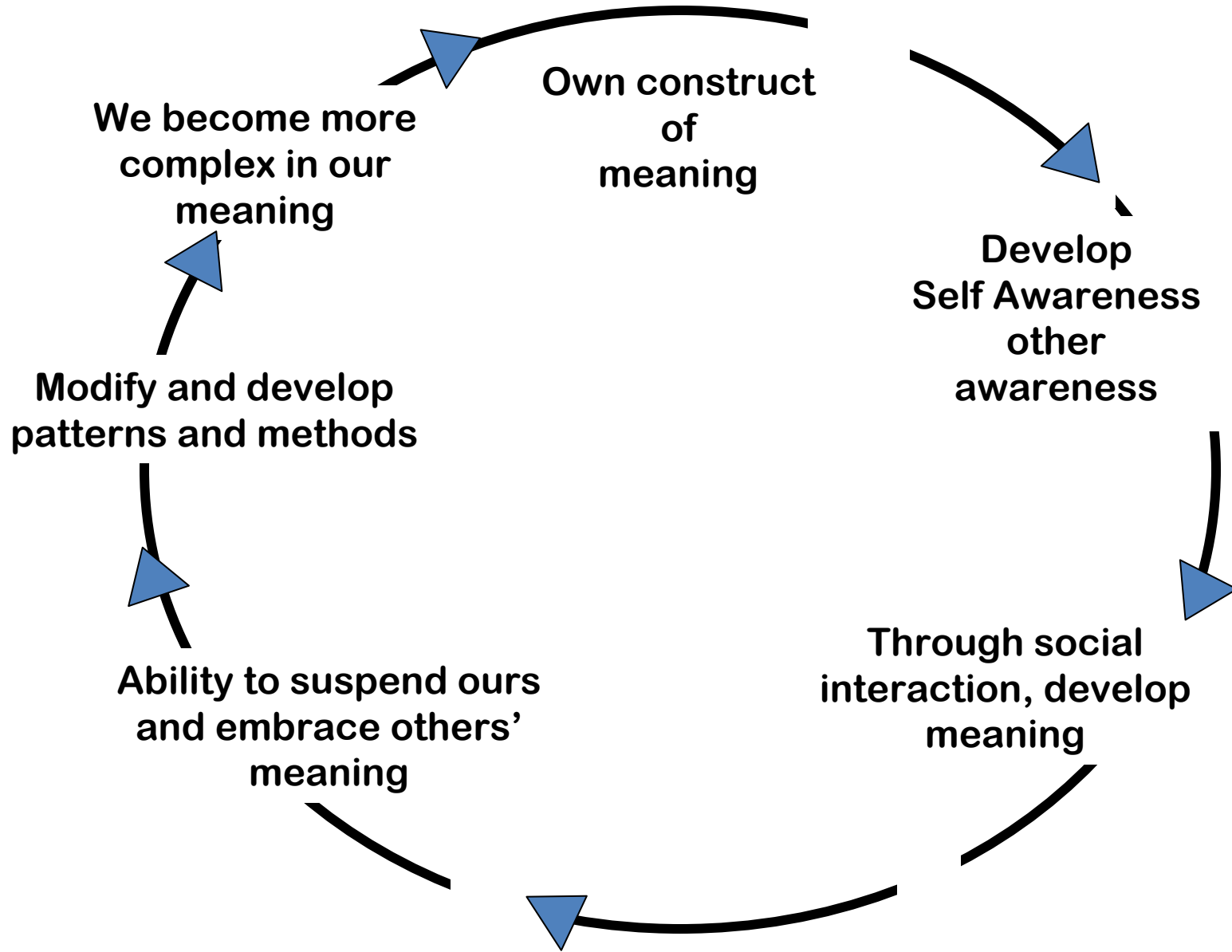
IDEALISM

**Knowledge + internal
Processing of ideas**

DURKHEIM (1895)

- External world of social facts**
- Shared norms as social glue**
- People parts of society machine**
- Values of obligation & compliance**
- Collective reasoning**
- Need for interdependence**

Personal Construction of Reality



Positivist where reality is factual and observable

← ONTOLOGY, →

Constructivist where reality is tacit & personally constructed

**Knowledge is factual
Researcher is distant and objective**

← EPISTEMOLOGY →

**Knowledge is to be interpreted
Researcher is close and interactive**

METHODOLOGY

Quantitative



Theoretical perspective

Familiarization Study or Preliminary Fieldwork



MAIN STUDY



Data Collection



Data Analysis



Research report or discussion

Qualitative



Theoretical perspective

Interpretive grounded theory

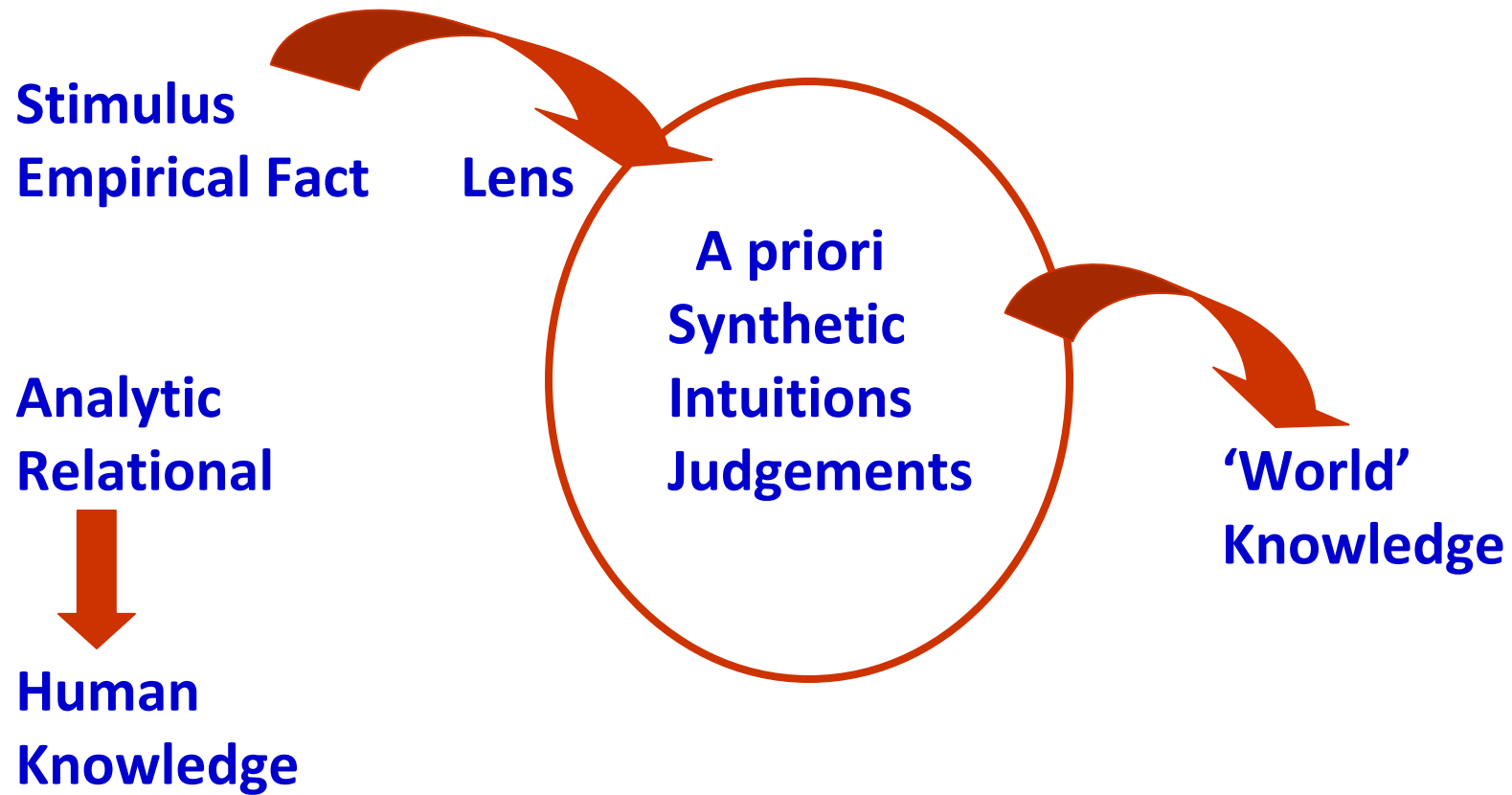
**MORE THAN THE KNOWLEDGE
WE CAN THINK AND SENSE**

**A PRIORI knowledge and processes
INTUITION
INTERPRETIVE CAPABILITIES**

**TO PROCESS FACTUAL,
SENSUAL, INTUITIVE KNOWLEDGE**

REACHING A PERSONAL UNDERSTANDING

As perceivers of the world, we impose “features”
of and on our experience (Hume)



GROUNDED THEORY

To develop not test

Inductively/deductively derived from data

An emergent theory

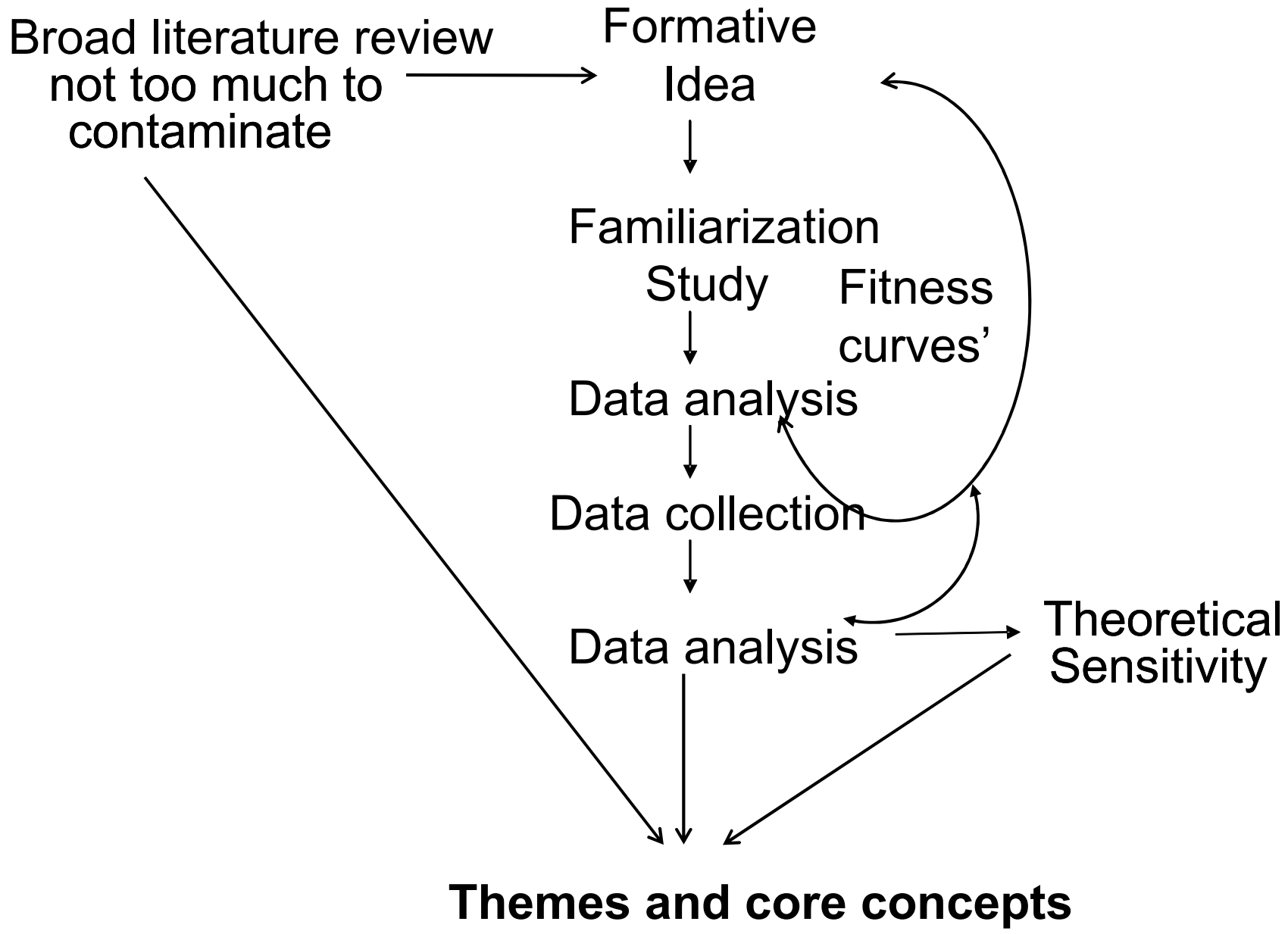
Aimed at discovery

Theory development or themes and core concepts

Provisional substantiation

Systematic and iterative

**Data collection, data analysis,
subject to Constant Comparison**



CORE ACTIVITIES

Gathering data

Coding

Core Categories

Comparisons

Theoretical Sampling

Theoretical Saturation

Theoretical Sensitivity

Memo-ing

Gathering the data

- The aim is to let **respondents tell their stories** or theories about a topic or issue;
- As such, grounded theory is grounded in or based on the **perceptions of respondents**;
- The first task is to **identify a sensible target** group to study. It is from this group's theories that **other respondents may be identified**. This is called **theoretical sampling**;
- Data are often collected through face to face interview to allow respondents to tell their stories and share their theories.
- As far as possible, **'theories' should be allowed to emerge** rather than be forced;
- Perspectives such as **symbolic interactionism and phenomenology** can be used in grounded theory research.

Analysing data

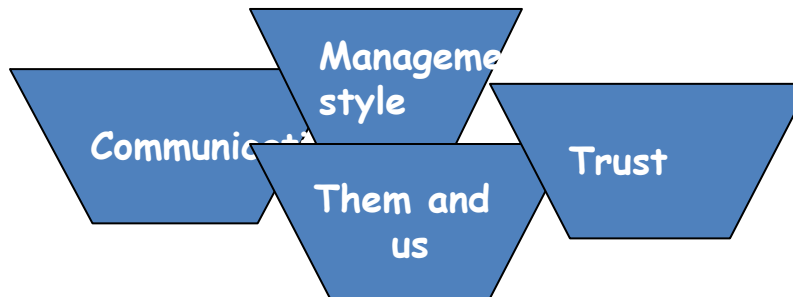
- Data should be analyzed in ways that **follow respondents' theories**;
- **Categories of meaning should be generated** by respondents' statements, not force into researcher categories;
- These categories of meaning should be **tentative and subject to constant comparison** with new data and the continuing sense of existing categories;
- By **using constant comparison** until data are all accounted for, **patterns and concepts develop** which have their basis in respondents' theories;
- So far, these theories and concepts have all come from respondents. The grounded theory task is now to **link them to any management (or other) theories in the literature**. This is called **theoretical sensitivity**;

Theoretical Sampling yours then theirs

Coding utterances to codes to categories

Constant Comparison move, combine, separate

Core Categories



Saturation judgement no more emerging

Theoretical Sensitivity findings directed data

Memo-ing audit trail, discovering links, puzzled?

To conclude and invite questions

GROUNDED THEORY

IS SYSTEMATIC AND ITERATIVE

GROUNDED IN THE PERCEPTIONS OF PEOPLE

IT LETS RESPONDENTS THEORIES EMERGE

IT SEEKS TO DISCOVER VALUES, OPINIONS, WISDOM

CONCEPTS DEVELOP FROM RESPONDENTS' THEORIES

THESE ARE LINKED TO EXISTING THEORIES

**TOGETHER, RESPONDENTS AND THEORIES
GIVE INSIGHTS**