Interpretative case studies

IT-emner / IT topics

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RQ: What vs Why

What
- Causality
- Explanations

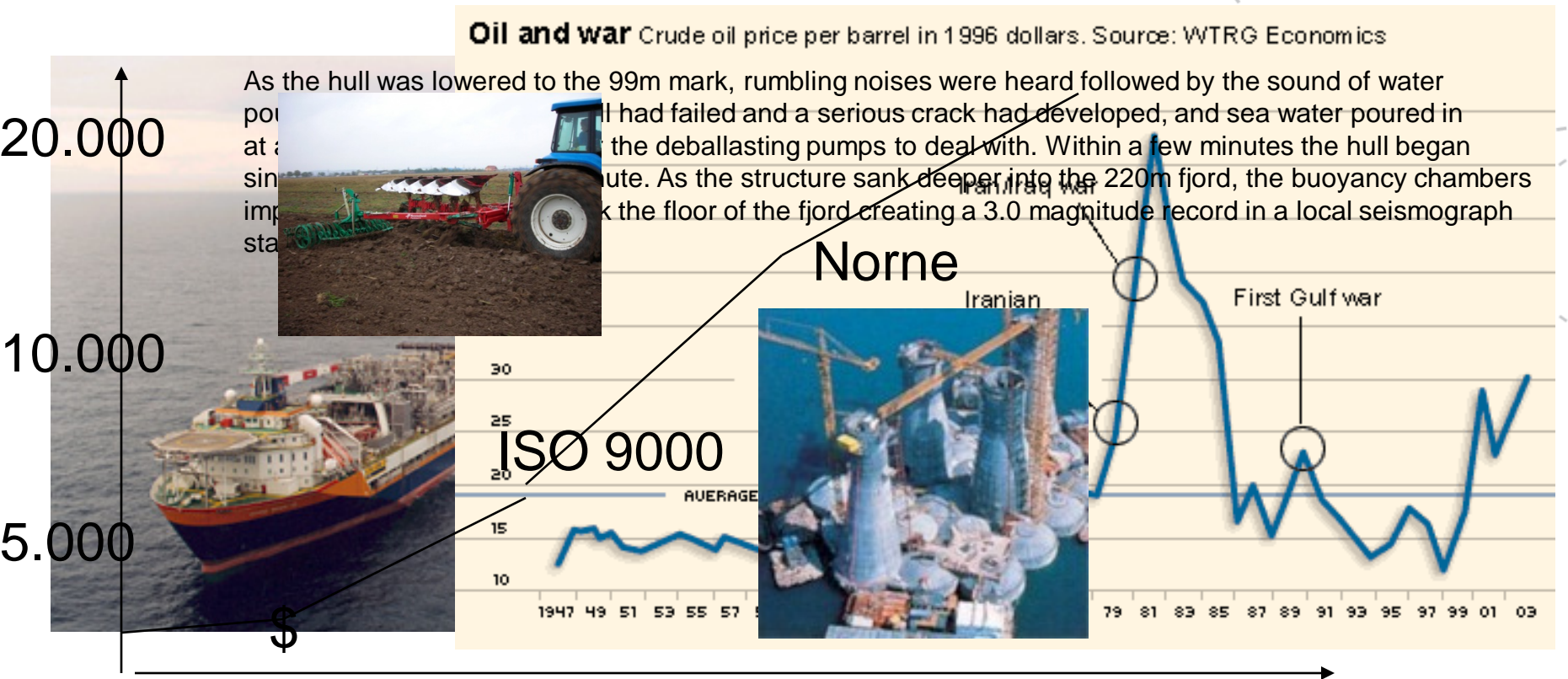## Why/ how
- Contextual
- Understanding

"Productivity paradox"
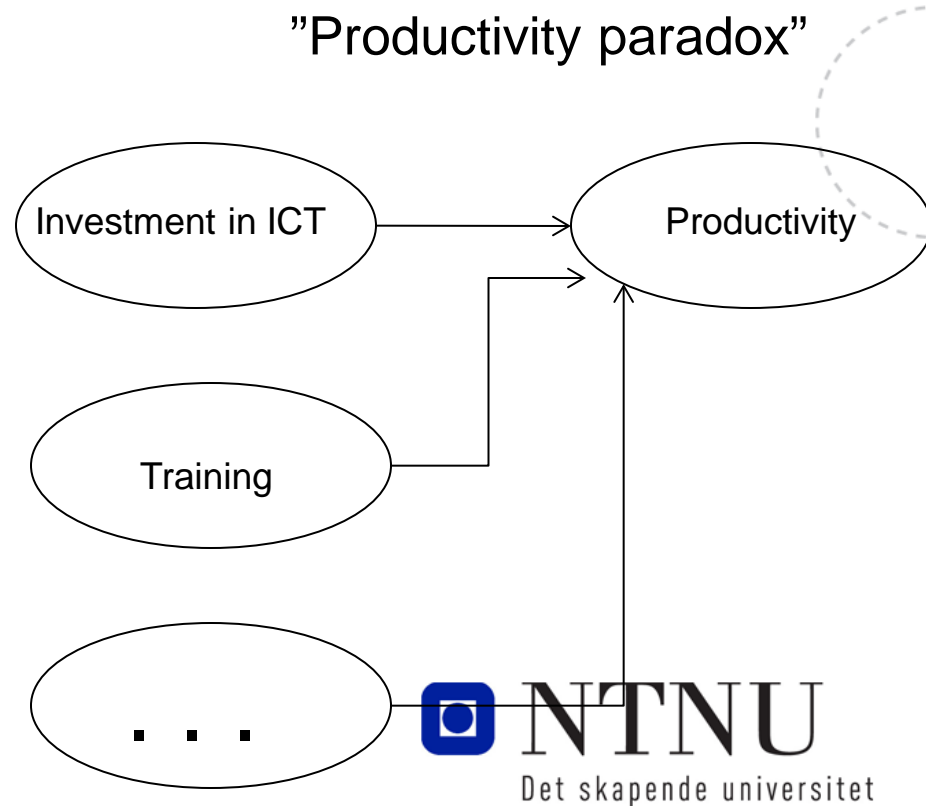
Ex.: Lotus Notes Statoil (1992-)

Oil and war Crude oil price per barrel in 1996 dollars. Source: WTRG Economics

As the hull was lowered to the 99m mark, rumbling noises were heard followed by the sound of water pou... ...ll had failed and a serious crack had developed, and sea water poured in at a... ...the deballasting pumps to deal with. Within a few minutes the hull began sin... ...ute. As the structure sank deeper into the 220m fjord, the buoyancy chambers imp... ...k the floor of the fjord creating a 3.0 magnitude record in a local seismograph sta...

Norne

ISO 9000

Iranian

Iran/Iraq war

First Gulf war

AVERAGE

20.000

10.000

5.000

$

1994

1996

1998

Method (1): part vs whole

– **25.000+**

– 30+ countries

– N organ. units….

– N disciplines …

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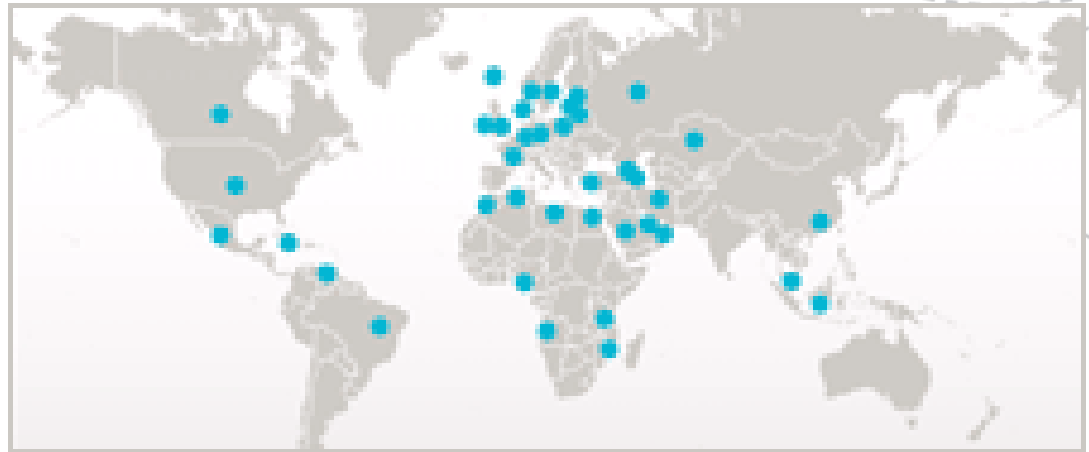
Method (2): Observation

– Participatory observation

– Legitimate role ("who are you?")

– Becoming "wall-paper"

– Hints for further navigation/ "snow-balling"

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Method (3): interviews

– General statements

   – What about last time?
   – Pick one instance – what about this?

– "Strategicaly dumb"

   – Triangulate with other sources
   – Keep out of it, refer to others

Method (4): Multiple voices

– Multiplicity of accounts
  – Who to listen to?

– Different perspectives – so what is yours?
  – **Reasonable** interpretations…..

– Accounting (writing about) multiplicity
  – Eliminate **traces** in the text?

– Staging/ "validation"
  – **feed-back** sessions

References

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