

## **Analyzing Longitudinal Qualitative Data**

### **PhD Programme on Path Dependence**

Prof. Paula Jarzabkowski PhD

#### *Vita:*

Paula Jarzabkowski is a Professor of Strategic Management at Aston Business School and a Marie Curie Fellow. She is an expert in qualitative methods, having used a range of research designs, including cross-sectional and longitudinal case studies, and drawing on multiple qualitative data sources including interviews, observation, audio and video ethnographic techniques and archival sources to study private and public sector organizations. In particular, her career has been marked by a series of prestigious fellowships that have enabled her to conduct detailed ethnographic studies of business problems. For example, in 2006-2007, funded by an AIM Ghoshal Fellowship, she conducted a major audio-ethnographic longitudinal study of the paradoxical tensions involved in implementing strategy in regulated infrastructure firms. From 2009-2011, she held the inaugural Insurance Intellectual Capital Initiative (IICI) fellowship, under which she is conducting a 3-year audio and video ethnography of the global reinsurance market. From 2012-2015, Professor Jarzabkowski holds a Marie Curie Fellowship which she is taking at Cornell University. A distinctive aspect of Professor Jarzabkowski's work is the rigour of analysis and her use of empirical data to make contributions to theory, as evidenced by her publications in leading academic journals, including *Academy of Management Journal*, *Journal of Management Studies*, *Organization Science* and *Organization Studies*. Professor Jarzabkowski will bring her expertise in conducting, analyzing and publishing qualitative studies to this course.

#### *Workshop Aim:*

This is an applied 1-day workshop that deals with the issues of analysing longitudinal qualitative research. It is a demanding programme and participants will need to do the pre-course reading in order to get the most benefit from the programme. In particular, in the session on publishing from longitudinal data, Professor Jarzabkowski will deconstruct her own paper, which is one of the essential readings. Professor Jarzabkowski will bring examples from her research to illustrate the key themes with the aim of showing participants some practical tips for keeping research contacts interested, how to 'write memos in the field' and sharing her experiences of maintaining sustained access across multiple companies in her various studies. She will also invite participants to discuss specific issues in their own research.

#### *Workshop Outline:*

1 day programme, consisting of 4 taught sessions, with both teaching and interactive material.

### **In the field: Collecting longitudinal data**

- Establishing and maintaining access
- Collecting data that has authenticity
- Making the data rich and real with retrospective work
- Units of analysis
- Selecting time periods

### **Analysing longitudinal data**

- Using the different data sources
- Developing and justifying themes
- Identifying levels of analysis
- Following hunches
- Induction, abduction and deduction

### **Publishing from longitudinal data**

- Developing a theoretical puzzle
- Explaining your method
- Purposes and myths of inter-coder ratings
- Writing up rich data – using vignettes and representative examples
- Theorising the findings

### **Your work**

Q&A about common issues students face with their own projects

#### Reading list (essential reading):

Jarzabkowski, P. 2008. Shaping strategy as a structuration process. *Academy of Management Journal*, 51.4: 621-650.

Langley, A. 1999. Strategies for theorizing from process data. *Academy of Management Review*, 24: 691-710.

Locke, K., K. Golden-Biddle, M. Feldman. 2008. Making doubt generative. Rethinking the role of doubt in the research process. *Organization Science*. 19.6: 907-918

#### Additional resources for further reading:

Balogun, J., Huff, A.S. and Johnson, P. (2003). Three responses to the methodological challenges of studying strategizing. *Journal of Management Studies*, 40.1, 197-224

Eisenhardt, K. & Graebner, M. 2007. Theory building from cases: Opportunities and challenges. *Academy of Management Journal*, 50.1: 25-32

Golden, B. R. 1992. "The Past Is the Past - or Is It? The Use of Retrospective Accounts As Indicators of Past Strategy." *Academy of Management Journal*, 35.4: 848-60

Locke, K. & K. Golden-Biddle. 1997. Constructing Opportunities for Contribution: Structuring Intertextual Coherence and "Problematizing" in Organizational Studies. *Academy of Management Journal* , 40.5: 1023-1062

Smith, A. D. (2002). From process data to publication: A personal sensemaking. *Journal of Management Inquiry*, 11.4: 383-406.