

Qualitative Method, part II: Reflexive and creative methodology

Description

This (part of the) course aims to develop the participants' skills in conducting qualitative research through exploring how various ideas on reflexivity can increase the quality and creativity of investigations, in particular construction of research questions through challenging dominant assumptions in the literature, doing fieldwork, and creating mysteries in empirical materials.

In principle, there are two major routes to producing credible research texts. One is to follow rules and procedures indicating rationality. The other is to deal competently and innovatively with the interpretive, political, linguistic, theory-data fused nature of the research process. Awareness of the various elements influencing the research process and the research results is seen as crucial. Reflexivity emphasizes these aspects and tries to develop ideas for how to avoid traps and pitfalls in the process and how to deal creatively with the various elements in the research process. The ambition is to produce more interesting and unexpected research results through re-thinking conventions and open up for more varied and challenging uses of research questions, fieldwork practices, modes of interpretations and styles of writing.

Content

The research process

Reflexivity: various views

Reflexivity-stimulating research perspectives – critical theory and poststructuralism

Constructing research questions

Reflexive interviews

Combining research perspectives

Interpretations and re-interpretations

Theory development in empirical work: constructing mysteries

Writing: formulaic and not so formulaic research texts

Discussion of participant's research interests and projects

Summing up

Literature:

Books

Alvesson & Sköldberg: Reflexive Methodology, Sage 2009

Alvesson & Kärreman: Qualitative Research and Theory Development. Sage 2011

Articles

Alvesson, M. (2003). Beyond neopositivists, romantics and localists: A reflexive approach to interviews in organizational research. *Academy of Management Review*, 28(1), 13-33

Alvesson, M., & Sandberg, J. (2013). Has Management Studies Lost Its Way? Ideas for More Imaginative and Innovative Research. *Journal of Management Studies*, 50(1), 128-152. doi: 10.1111/j.1467-6486.2012.01070.x

Alvesson, M., & Sandberg, J. (2011). Generating research questions through problematization. *Academy of Management Review*, 36(2), 247-271.