



Försättsblad Prov Original

Kurskod	Provkod	Tentamensdatum
F Ö 0 2 2 A	1 0 1 0	2 0 1 8 - 0 4 - 0 5
Kursnamn	Företagsekonomi AV, Kvalitativa metoder	
Provnamn	Tentamen	
Ort	Östersund	
Termin	V18	
Ämne	Företagsekonomi	

FG022A

5/4

Code number: _____

Mid Sweden University
Department of Social Sciences

Qualitative methods

- Write your code number on all sheets.
- English-English dictionary is allowed
- The examination comprises 14 questions (total 50 points).
- Question 1-10 are multiple choice questions. Tick which of the four alternatives for each question you think is the right answer. Only one mark per question. If the answer is right, you get 2 points. If the answer is wrong you get 0 point.

Good Luck!

Grades;

A= 45-50 points

B= 40-44 points

C= 35-39 points

D= 30-34 points

E= 25-29 points

F= 00-24 points

Multiple choices, Question 1-10 (2 points each)

1. *What does the term contextualism refer to?*

- a) involves testing an explicitly defined hypothesis.
- b) does not allow for findings to feed back into the stock of knowledge.
- c) uses quantitative methods whenever possible.
- d) meaning of results is related to where is produced.

2. *Transferability refers to:*

- a) a statistical issue on sampling
- b) how qualitative results can be used, for example in other groups of people
- c) the actual relationship and transfer on knowledge between observers and subjects in observational studies
- d) the original discussions of the concept of tabula rasa (the greek origins)

3. *The strength of an unstructured interview is:*

- a) the interview is more reflexive
- b) that it is organized according to a pre-existing characteristic
- c) the interviewer has better opportunities to compare and categorize answers
- d) that language and interaction construct our experiences of reality

4. *Snowball sampling is a type of sampling which is normally used:*

- a) In order to demonstrate how events and patterns unfold over time.
- b) to strengthen causality.
- c) when you need to use previous study participants network in the research input.
- d) when in need of random selection of people to engage in a research methodology

5. *What does the term reliability mean in regards to qualitative methodology?*

- a) to establish a high level of generalizability
- b) the use of standardized interview guides for true comparative explorations
- c) it refers more to trustworthiness and dependability.
- d) exactly the same as external validity.

6. *Qualitative analysis is...?*

- a) Is essentially subjective
- b) Is essentially similar to quantitative analysis.
- c) Is essentially about breaking down data and building up theory linked to context
- d) Is essentially about revealing deep truths

7. *The "replication approach" in Yin's case studies means...?*

- a) to get the same results regardless of *who* is making the study
- b) to get the same results regardless of *when* in time the study is conducted
- c) to use the case study to substantiate a *preconceived* position
- d) to get replication by *other* individual cases

8. *Grounded theory is...?*

- a) is characterized by positivistic testing
- b) is characterized by constant theoretical creation during the process
- c) is characterized by hermeneutic interpretation
- d) is characterized by distant observation

9. *The "Interpretive Phenomenological analysis" focus specifically on...?*

- a) how people *make sense* of their lived experiences
- b) how people *create the world* based on their lived experiences
- c) how people *use language* to create the world
- d) how people are represented in contemporary advertising

10. *Social constructionism... ?*

- a) measures behaviour
- b) study only people's words and what is written
- c) how people are created by their use of language
- d) study how knowledge is created through interaction with others

Essay questions

11. Describe the meanings of the concepts positivism and constructionism, relate them to each other, and account for the main points you see on their impact on research methodology. Use theoretical terminology in your answer. (8 p)
12. Describe what a focus group is and discuss when it can be suitable to use focus groups and central issues to consider in order to go through the focus group process in a functional way. (7p)
13. The important research concepts “ontology”, “epistemology”, “methodology” and “method” can be placed and described along *continuums*.
 - a. Draw the four continuums and place the opposite positions on each side when it comes to: (10p)
 - i. The different perspectives on *ontology* – what can we know? (what are the opposite scientific positions)
 - ii. The different perspectives on *epistemology* – how can we know? (what are the opposite scientific positions?)
 - iii. The different *methodology* – how can we find out? (what are the opposite methodologies)
 - iv. The different *methods* – what tools to use? (what are the opposite methods?)
 - b. Describe and explain the four opposite positions/methods shown in a.
14. Describe and Explain *Critical Discourse Analysis (CDA)* and *Discourse Analysis (DA)* and explain the difference between CDA and DA. (5p).