



Försättsblad Prov Original

Kurskod	Provkod	Tentamensdatum
F Ö 0 2 2 A	1 1 1 0	2 0 1 9 - 0 3 - 2 8
Kursnamn	Företagsekonomi AV, Kvalitativa metoder	
Provnamn	Tentamen	
Ort	Sundsvall	
Termin		
Ämne		

Mid Sweden University
Department of Social Sciences

Qualitative methods

- Write your code number on all sheets.
- English-English dictionary is allowed
- The examination comprises 15 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. *Which of the following is an "ontological" question?*
 - a) Should I use questionnaires or interviews in my project?
 - b) What can (and should) be considered acceptable forms of knowledge?
 - c) How long is it since I last visited the dentist?
 - d) Do social entities have an objective reality, external to social actors?

2. *What is true about "Qualitative methods"*
 - a) Use of experiments rather than natural data
 - b) Interested in behavior rather than meanings
 - c) Strives for objective knowledge
 - d) Data is linked to the context they occur in

3. *Why do qualitative researchers like to give detailed descriptions of "social settings"?*
 - a) So that they can compare their observations as a test of reliability.
 - b) Because once they have left the field, it is difficult to remember what happened.
 - c) To provide a contextual understanding of social behaviour.
 - d) Because they do not believe in going beyond the level of description.

4. *What is meant by the term "theoretical saturation"?*
 - a) Deciding on a theory and then testing it repeatedly.
 - b) The point at which a concept is so well developed that no further data collection is necessary.
 - c) A state of frustration caused by having used every possible statistical test without finding any significant results.
 - d) The problem of having used too many theories in one's data analysis.

5. *What is true about "case studies", according to Yin?*
 - a) Case studies are a whole approach, not a method
 - b) Case studies are the most common method because it is easiest to conduct.
 - c) Surveys are best for deciding cause and effect.
 - d) Laboratory experiments are valuable in a social setting.

6. *Qualitative methods make use of "sensitive concepts", what of the below is correct?*

- a) It concerns the smallest common denominator.
- b) It is more biased and value-laden.
- c) It means involving subtle shades and alternative ways of perceiving the concept.
- d) It is considered an obsession with the social reality.

7. *What does it mean, in a qualitative study, to "describe the reality as it is"?*

- a) It is to remove all personal values.
- b) It is to use thorough methods such as "grounded theory".
- c) It is to conduct empirical studies rather than sitting at your desk calculating figures.
- d) It is to attempt to see the world through the other's eyes.

8. *What do a "discourse analyst" study?*

- a) Forms of communication other than talk.
- b) The way discourses "frame" our understanding of the social world.
- c) The rhetorical styles used in written and oral communication.
- d) All of the above.

9. *Which of the following is **not** a tool of "grounded theory"?*

- a) Theoretical sampling
- b) Coding
- c) External validity
- d) Constant comparison

10. *What is correct about "discourse analysis"?*

- a) It is to **not** put so much focus on psychological factors as explanation for actions
- b) It is to focus on what people mean
- c) It is focus on which person has power and why
- d) It is "phenomenological" in nature.

Describe and Explain questions 1-5

1. Describe briefly the main points of critique of qualitative research (4 p)
2. Define the case study according to Yin (4 p)
3. Qualitative analysis is different from quantitative analysis. What is the goal and focus of qualitative data analysis, and how is it conducted? (6p)
4. Discourses creates "realities" (8 p).
 - a. How are "realities" created according to Discourse analysis?
 - b. How are these discourses studied?
5. Describe the two 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)

Code number: _____