

USING SURVEY METHODS TO AUGMENT QUALITATIVE STUDIES

Abstract

We will talk about how longitudinal and/or deep qualitative studies might use quantitative methods to augment understanding of the phenomenon being explored.

To illustrate this issue, Dr. Reich will use an example of a study done in Mutual Life, where the phenomena of interest was the movement, over a decade, of more than 60 IT people from IT to line positions. The researchers wanted to understand how this was accomplished at Mutual since this was very rare, and what the result of these moves was to the organization. The researchers used interviews, artifacts, and surveys to study this phenomenon. The research papers published from this study are attached. One paper is still unpublished.

The MISQ paper uses the survey results to build theory about "how", the JSIS paper uses existing theory to explain "so what", and the CIO Canada paper was written for practitioners.

The study methodology is outlined in the MISQ paper pages 341-342. Please have a look at these 2 pages if you have time before the seminar.

Biography

Dr. Blaize Horner Reich is the RBC Professor of Technology and Innovation at Simon Fraser University in Vancouver, Canada. She worked for 15 years in Canada and Asia as an information technology (IT) practitioner and consultant before taking her post graduate degrees at the University of British Columbia. Her specialities were information management and strategic IT planning.

Dr. Reich's research focuses on IT Governance and IT project management. The goal of both programs is to help organizations understand how to successfully deploy information technology. Her research has been published in the leading journals, including *MIS Quarterly*, *Information Systems Research*, *Journal of Management Information Systems*, *Communications of the ACM*, *California Management Journal*, and *the Project Management Journal*. Her research team has created a research-oriented website for practitioners – www.PMPerspectives.org

Dr. Reich is a board member of several academic journals, non profit professional associations and the Industrial Alliance Pacific Insurance and Financial Services Company.