

NCLC 475 Multimedia Research and Project Development

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Case Studies

- Investigates a contemporary phenomenon within its real-life context
- Allows an investigation to retain the holistic and meaningful characteristics of real life events

5 Pieces to a Case Study

- Study Questions
 - Who? What? When? Where? How?
- Propositions
 - Directs attention to something that should be examined within the scope of the study
- Unit of analysis
 - Should be related to the question you are trying to answer
 - Each proposition ‘should’ have a different unit of analysis

5 Pieces to a Case Study

- Link data to propositions
 - Questionnaires, surveys, interviews
 - Pattern matching (do results match previous studies)
- Criteria for interpreting findings
 - Do not worry about alternative hypothesis (the opposite of what you are trying to prove)
 - How close is close? (very liberal here)

Assignment

- The following URL contains a link to a multimedia:
<http://www.google.com/search?q=cache:KsTIQjXV7gEC:strategis.ic.gc.ca/SSG/it04229e.html+&hl=en>
- Go through the 5 steps for this case study (choose 3 propositions)
- Is this case study consistent with your beliefs about the multimedia industry?