

STUDY BUDDY



"KNOWLEDGE SHARING SESSION"
PROGRAM **STUDY BUDDY** BPK RI

USING INTERVIEWS & OBSERVATION AS DATA COLLECTION METHODS

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MY RESEARCH INTEREST

Cross-Cultural Management Study

Strategic Performance in the Public Sector

Cultural Organisation and Behaviour

Regional Culture and Identity

Qualitative Interviews. Ethnography and Multi-paradigm methods

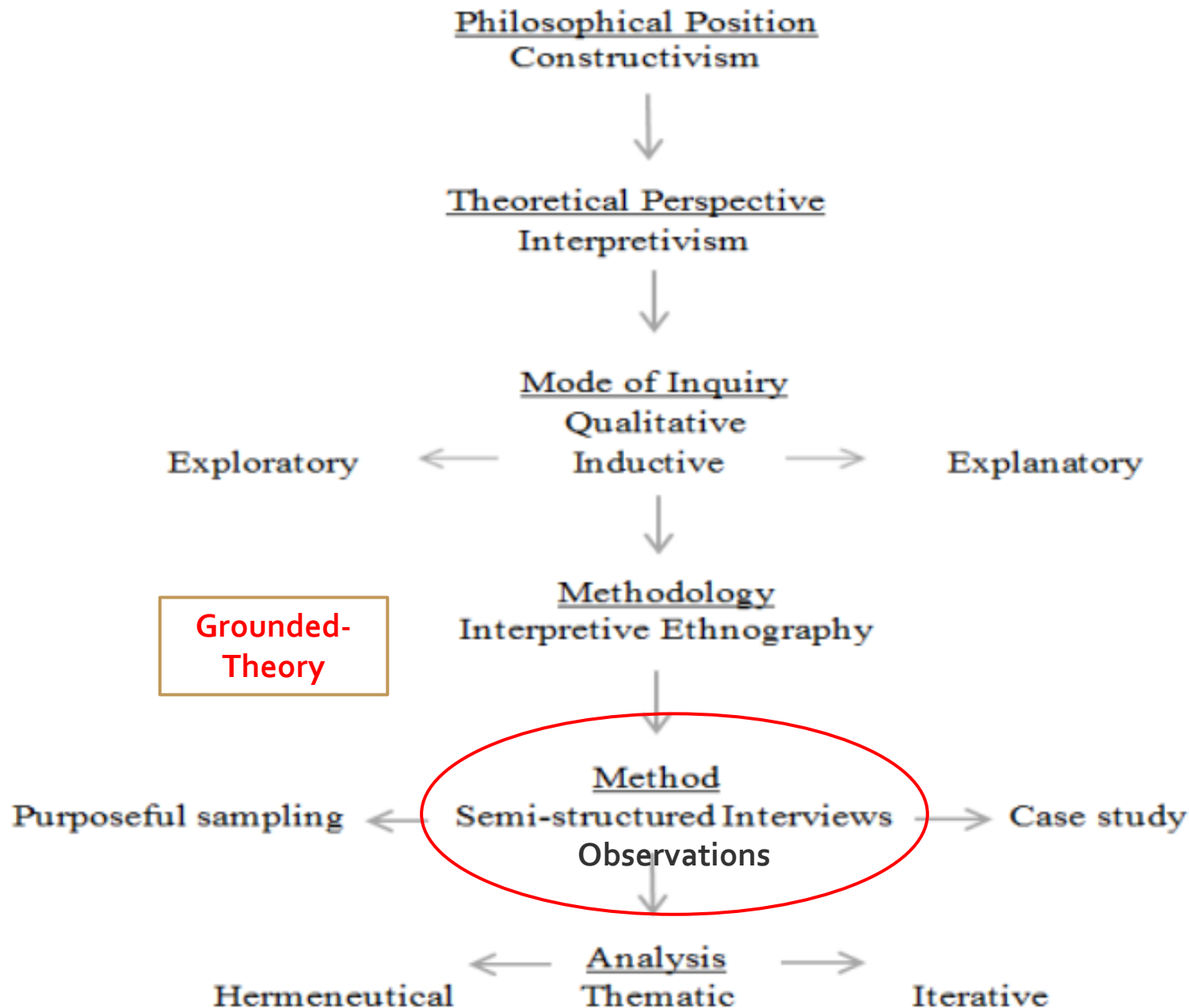


PHILOSOPHICAL PERSPECTIVE

The philosophical perspective that underpins research is a “**basic belief system or worldview that guides the investigation**” (Guba & Lincoln, 1994, p. 105).

Ontologi konstruktivisme

Epistemologi interpretivisme



CONTOH

WHY INTERVIEWS?

To get the perspective of a person towards the phenomena being researched/observed

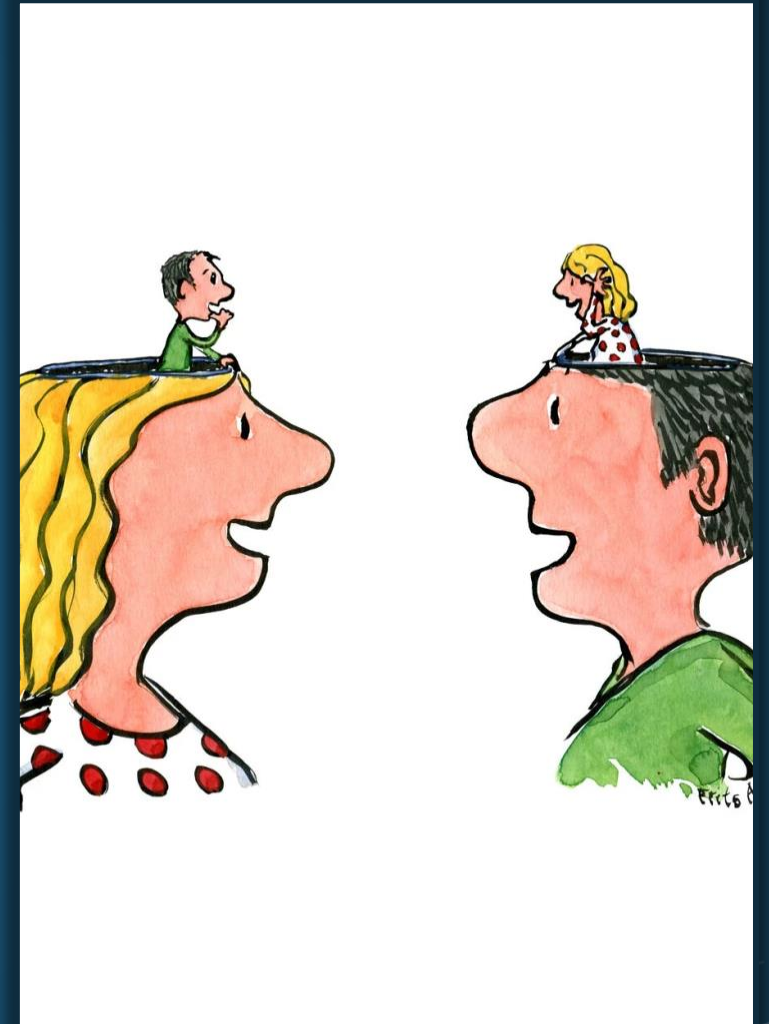
Interviews are a form of qualitative research, meaning they focus on understanding the "why" and "how" behind people's experiences (Yin 2019)

During an interview, researchers can ask follow-up questions to clarify or elaborate on a participant's response. This helps to ensure a clear understanding of the data being collected

Open-ended questions can reveal unexpected insights and guide the direction of the research

In-person interviews allow researchers to observe non-verbal cues like body language and facial expressions, which can provide additional information about a participant's thoughts and feelings

Can be especially useful in the early stages of research when the researcher is still exploring the topic and trying to develop research questions.



MY ROLE AS A RESEARCHER

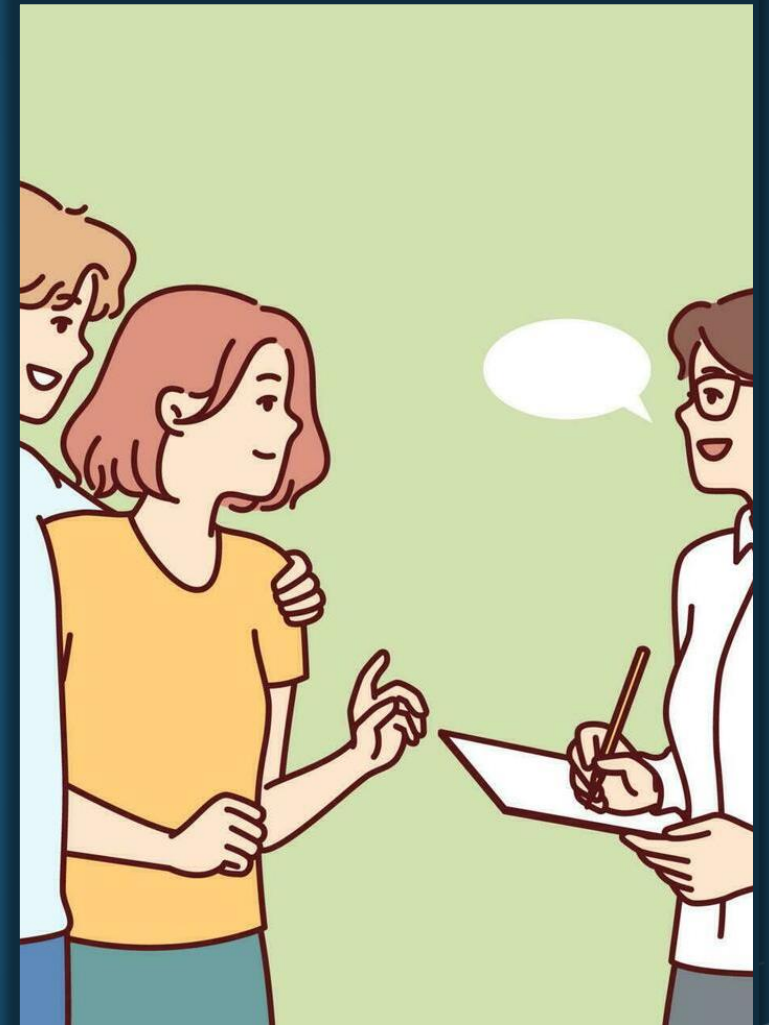
Sejauh mana keterlibatan researcher dalam wawancara?

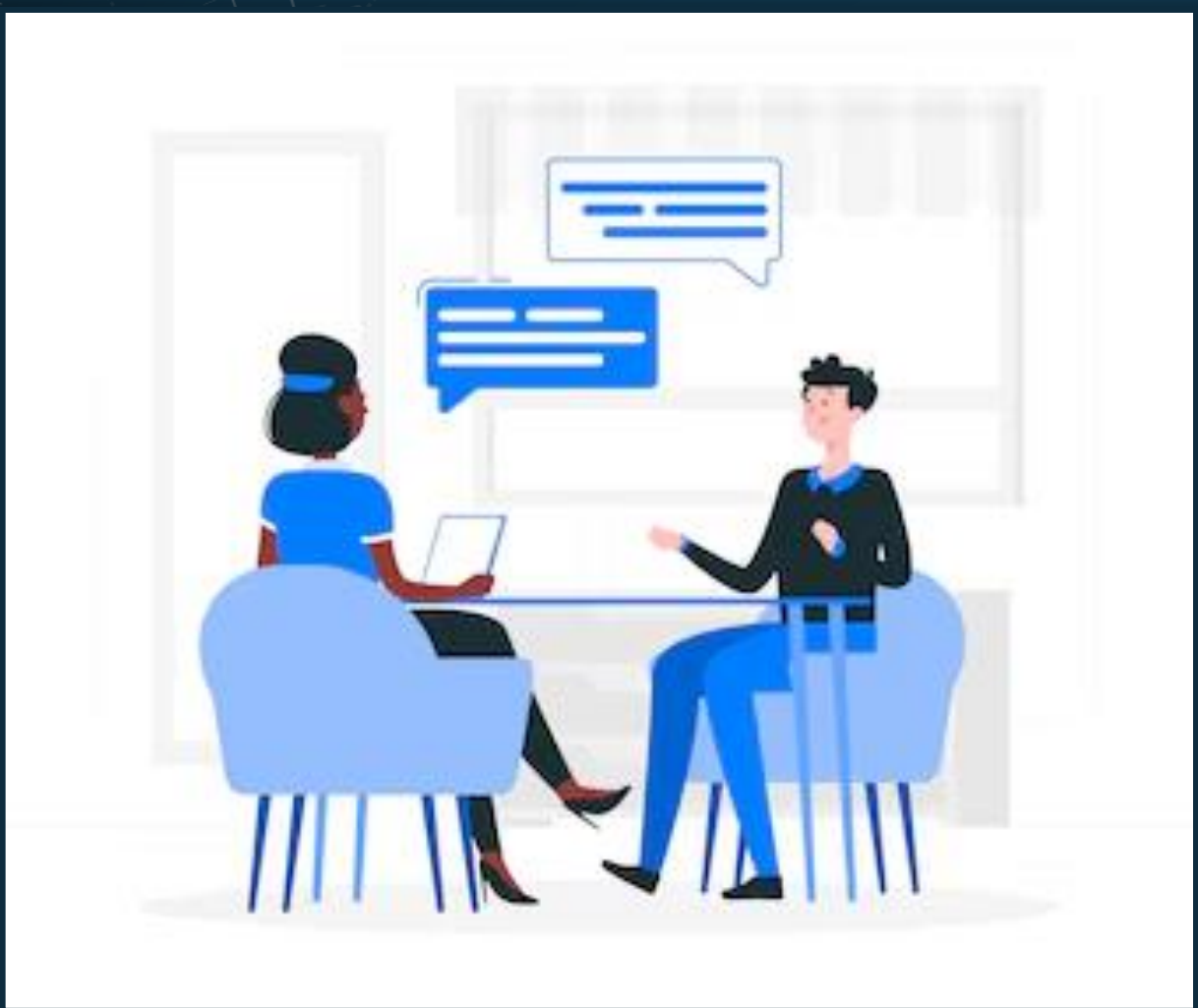
*Despite these recommendations for active researcher involvement, I chose to adopt the role of **a respectful and attentive listener**, allowing participants to share their experiences as involved and engaging in strategic development processes (Czarniawska 2014, Mishler 1991)*

wawancara adalah narasi yang terbentuk secara spontan, yang mengungkapkan rangkaian peristiwa selama interval waktu tertentu dan memberikan catatan yang kaya untuk subjek apa pun → **narrative production** (Czarniawska 2014)

Since the nature of my interviews was an **interest in the experiences of research participants**, it was very common to hear their stories about their jobs and how culture matters to influence the way they think and act.

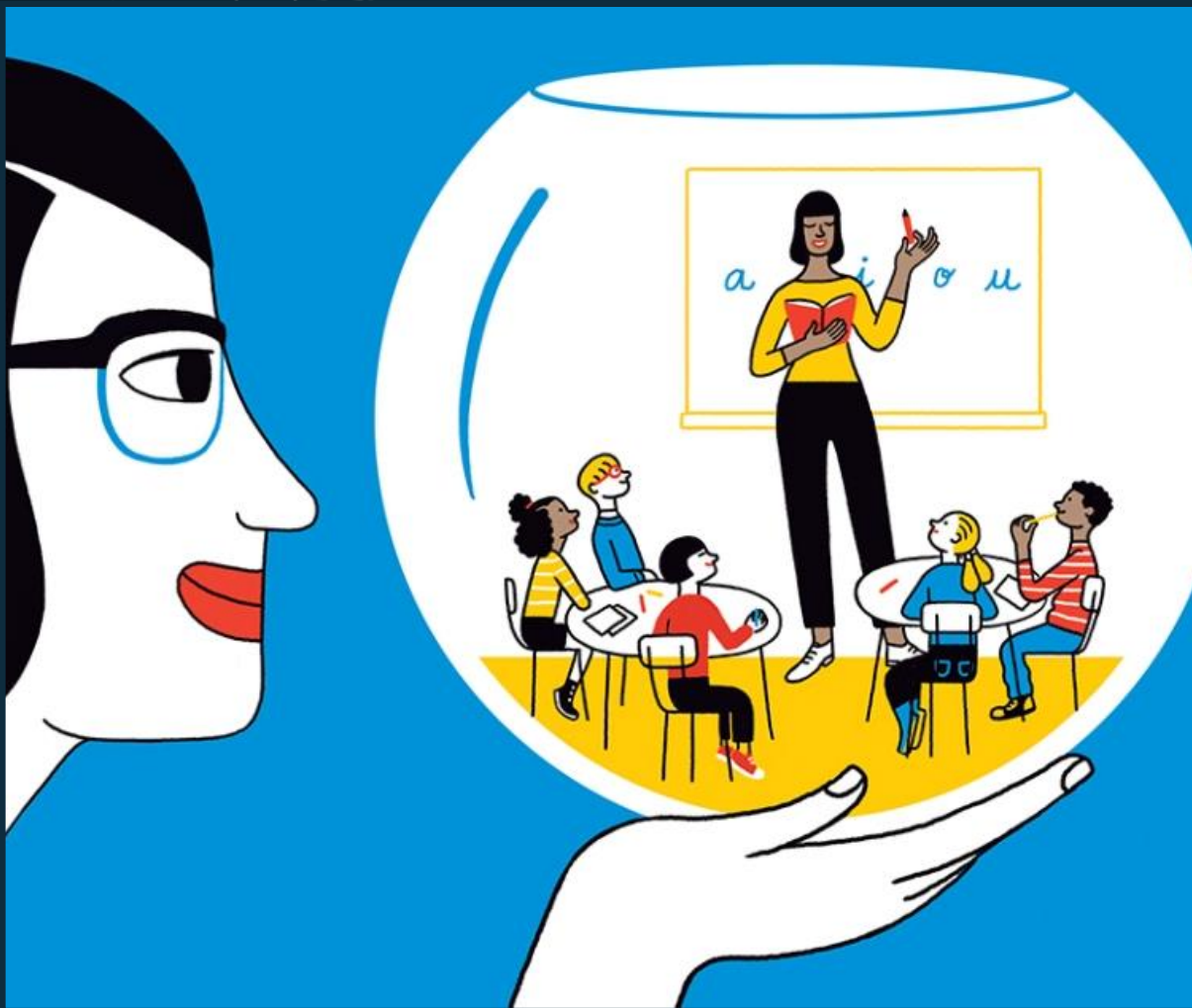
Wawancara dengan 70 narasumber, memungkinkan peneliti untuk menghasilkan “re-produksi naratif” untuk mengeksplorasi makna performance di Pemda sambil mempertimbangkan **dampak sosial budaya dan institusional lokal**





THE CONTINUUM MODEL FOR INTERVIEWS

- **Structured interviews** consist of pre-established questions with limited flexibility to engage with an interviewee's response (Punch 2014).
- **Unstructured interviews** have open-ended questions and offer greater flexibility in the correspondent's answers (Fontana & Frey 1994).
- **Semi-structured** or focused interviews allow the researcher to include open-ended questions on certain topics and give flexibility to explore some aspects in more detail or consider unexpected issues that may arise (Glesne 2011).



OBSERVATION AS DATA COLLECTION METHOD (1)

- **Triangulation**
- Jenis Observasi:
 - **Observasi Partisipan**: Peneliti ikut serta dalam aktivitas sehari-hari partisipan.
 - **Observasi Non-partisipan**: Peneliti mengamati dari luar tanpa terlibat langsung.
 - **Tersamar**: Partisipan tidak mengetahui bahwa mereka sedang diamati.
 - **Terbuka**: Partisipan sadar bahwa mereka sedang diamati.

OBSERVATION AS DATA COLLECTION METHOD (2)

- Mengikuti meeting/kegiatan secara langsung
- Membuat catatan observasi
- Identifikasi pola dan tema dari catatan hasil observasi
- Memastikan validitas dan reliabilitas → teknik triangulasi dengan menggabungkan observasi dengan metode lain seperti wawancara atau analisis dokumen untuk memastikan validitas data.



VALIDITY & RELIABILITY

- Data-source triangulation and theoretical triangulation were performed (Tracy 2010, Denzin & Lincoln 2000)
 - The triangulation of data sources involved purposefully selecting a pool of interviewees—as diverse as possible—to represent the sample population as well as possible (Saunders et al. 2009, Tracy 2010) → 3 diff type of groups of interviewees.
 - Theoretical triangulation included using multiple theoretical perspectives to analyse the research data (Tracy 2010, Denzin & Lincoln 2000).
- To reduce outsider observer bias and insider participant bias (Hammersley and Atkinson, 2007), descriptions and emerging codes and themes were shared with some interviewees to seek clarification and validation
- To minimise the possibility of response bias in participants, all of the interviewees were voluntary and were assured of anonymity in the research.
- In the design of the interview questions, the interview protocol allowed participants to naturalistically describe their lifestyle, jobs, and workplace from their own perspectives, and in their own words.
- To ensure that all accessible aspects of the phenomenon were analysed, multilevel coding was used (Silverman 2015).
- It has demonstrated the researcher's engagement with the data through the inclusion of extracts of the qualitative data, tables outlining the links between interviewees' comments and codes or themes, and the data structure.
- Throughout the interpretive process, memos (from observations) were used to aid the development of theoretical interpretations and these were included in the discussion of the findings (Silverman 2015).
- To minimise “observer error” interview questions were piloted (Saunders et al. 2009)
- The questions, data collection, data coding, and the analysis and findings were reviewed by supervisors and other academic peers (Lincoln & Guba 1985)
- To provide interviewees with a basic understanding about the research and the data-collection process, all were given participant information and consent forms prior to the commencement of their interview.
- all interviews were audio-recorded and orthographic verbatim transcription of all interview accounts was carried out (Silverman 2015) → to moderate the likelihood of “subjective reconstructions of interviewees”



Thank you

WHY QUALITATIVE?

- In general, qualitative methodologies view **meaning as their central focus**, rather than the measurement of one objective reality.
- The aim of this focus on meaning is **to assist the researcher in understanding the participants' thoughts, feelings, attitudes, and actions in terms of their world** (Krauss, 2005; Patton, 2015)
- My research:
 - the cultural-crossvergence theory of values evolution emerged from quantitative inquiries
 - As a result, crossvergence theory cannot yet offer us an understanding of the process of values evolution at the individual level (Ralston 2008).
 - it makes sense for this qualitative-research approach to take an inductive exploratory process to acquire rich, subjective data from which new theoretical developments can emerge (Denzin & Lincoln 2013; Perri & Bellamy 2012).