





BEYOND BOUNDARIES THROUGH APPLIED QUALITATIVE RESEARCH

Methodological Bricolage in Qualitative Research: Applications in Interview Studies

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The Problem

Three key Challenges in Qualitative Research

less structured research process

little consensus on evaluation criteria

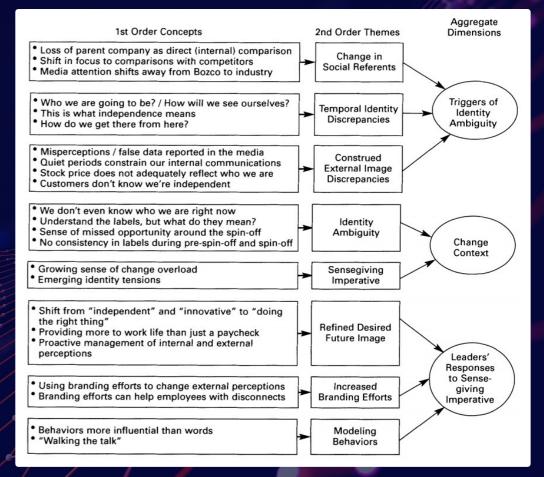
difficult to publish in top- tier journals

Gioia et al. (2022); Pratt (2008, 2009)

Template-based Research as an Answer

Approach: utilization of templates and standard procedures to structure qualitative research and display scientific rigor

Example: Gioia Methodology Gioia et al. (2013)



data structure (Corley & Gioia, 2004, p. 184)

An Alternative: Methodological Bricolage

The combination "of analytic moves for the purpose of solving a problem or problems tailored to one's own research project" to ensure high-quality and trustworthy research.

Pratt et al. (2020), p. 211



Jean Tinguely | 1959 | Méta-Matic No. 10

Applications of Methodological Bricolage

Three examples from two studies in negotiation research:

- Study 1: Identification of Effective Behaviors in Labor-Union Negotiations (Needs Assessment)
- Study 2: Understanding How, When and Why Reference Points are used in Negotiations

¹ Mann et al. (2024). United we stand. International Journal of Conflict Management

² Mann et al. How , When, and Why do Negotiators use Reference Points? Manuscript under review.

Example #1 of Methodological Bricolage

Combination of Different Approaches:

- Critical Incident Technique (CIT)
 Flanagan (1954)
- Gioia Methodology Gioia et al. (2013)

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Psychological Bulletin

THE CRITICAL INCIDENT TECHNIQUE

JOHN C. FLANAGAN

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During the past ten years the writer and various collaborators have been developing and utilizing a method that has been named the "critical incident to It is the purpose of this article to describe the development of this methodolog fundamental principles, and its present status. In addition, the findings of a consumber of studies making use of the critical incident technique will be briefly retained certain possible further uses of the technique will be indicated.

The critical incident technique consists of a set of procedures for collections of human behavior in such a way as to facilitate their potent solving practical problems and developing broad psychological principle incident technique outlines procedures for collecting observed incidents is significance and meeting systematically defined criteria.

By an incident is meant any observable human activity that is sufficient in itself to permit inferences and predictions to be made about the person peact. To be critical, an incident must occur in a situation where the purpose or in act seems fairly clear to the observer and where its consequences are sufficiently definite to leave little doubt concerning its effects.

Feature Topic: Construct Measurement in Strategic Management

Seeking Qualitative Rigor in Inductive Research: Notes on the Gioia Methodology

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Abstract

For all its richness and potential for discovery, qualitative research has been critiqued as too often lacking properties. The authors summarize a systematic approach to new concept development of the conduct intation of inductive research.

qualitative research, grounded theory, new concept development

Example #1: Concrete Application

APPENDIX S-A2. Interview guide (translated from German into English)

General Structure of the interview guide: (1) Introduction and interview procedure; (2) Requests for consent to interview recording and usage of interviewee quotes; (3) General information about the interviewee (e.g., demographics, experience); (4) Critical incident technique (CIT, Flanagan, 1954); (5) Requirements for negotiation training from an individual perspective and the perspective of the interviewee's organization; (6) General principles of LMN; (7) Means of power (optional part); (8) Conclusion.

The CIT part focused first on a positive or successful negotiation case. Then a negative or unsuccessful negotiation case was discussed. This part was structured as follows: (i) Request to recall a LMN that was particularly successful (unsuccessful) for the labor union; (ii) Clarification of the context (e.g., negotiator's role, negotiation partner, content); (iii) Description of the negotiation outcomes and the main reasons for the union's success (failure); (iv) Description of what happened that influenced the success (failure) before the negotiation started; (v) Description of what happened that influenced the success (failure) during the negotiation. The last two parts of the guide contained optional follow-up questions aimed at understanding exactly what the negotiators did and how it affected the outcomes of the negotiation.



Mann et al. (2024)

Example #2 of Methodological Bricolage

Combination of Qualitative *AND* Quantitative Data Analysis:

■ Content Analysis
Gioia et al. (2013)

→ Categorization of Concepts

→ Representativeness of

Frequency Analysis Concepts

Namey et al. (2008), Seale (1999)

Example #2: Concrete Application

Origin	Theme	Frequency
Focal Negotiator(s)	(Individual) Goal	42
	(Individual) Limit	34
	Expectation	10
	Anticipation of constituents' demand	10
Negotiator's Organization	Internal financial indicator	27
	Assigned goal	10
	Mandate	19
	Organizational status quo	9
Parties' Collaboration	Proposal	15
	Previous agreement with the partner	33
	Non-agreement outcome	6
Environment	Best alternative agreement	16
	External benchmark	27
	Precedent	25

Note: Frequency is defined by the number of key informants who reported to focus on the particular type of RP in negotiations. Therefore, frequency values can range from 0 (i.e., no informant mentioned the RP) to 58 (i.e., all of the informants mentioned the RP).



Example #3 of Methodological Bricolage

Combination of Measures to Increase the Trustworthiness:

- Dependability Check Lincoln & Guba (1986)
- Intercoder Agreement with Outsiders Nag et al. (2007)

Example #3: Concrete Application

Two-Step Outsider Review:

(1) Inspiration

- group all concepts into themes
- label each theme
- explain the decision

(2) Confirmation

- separate coding by insiders and outsiders
- degree of intercoder agreement:Fleiss' Kappa = .69 (good)

Name at all (visaless

Mann et al. (under review)

Summary

Beware of Standardized Ways for Conducting Qualitative Research!

Instead, consider Methodological Bricolage:

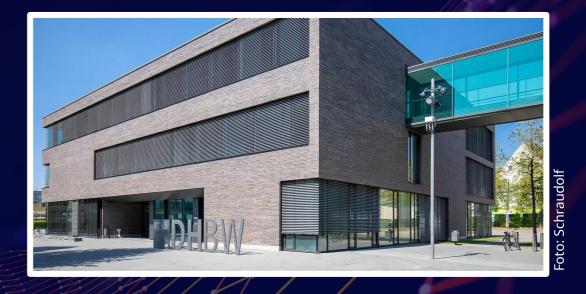
- make active methodological choices
- expand your toolbox
- combine different analytical moves

Pratt et al. (2020)

Thank you!







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