



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

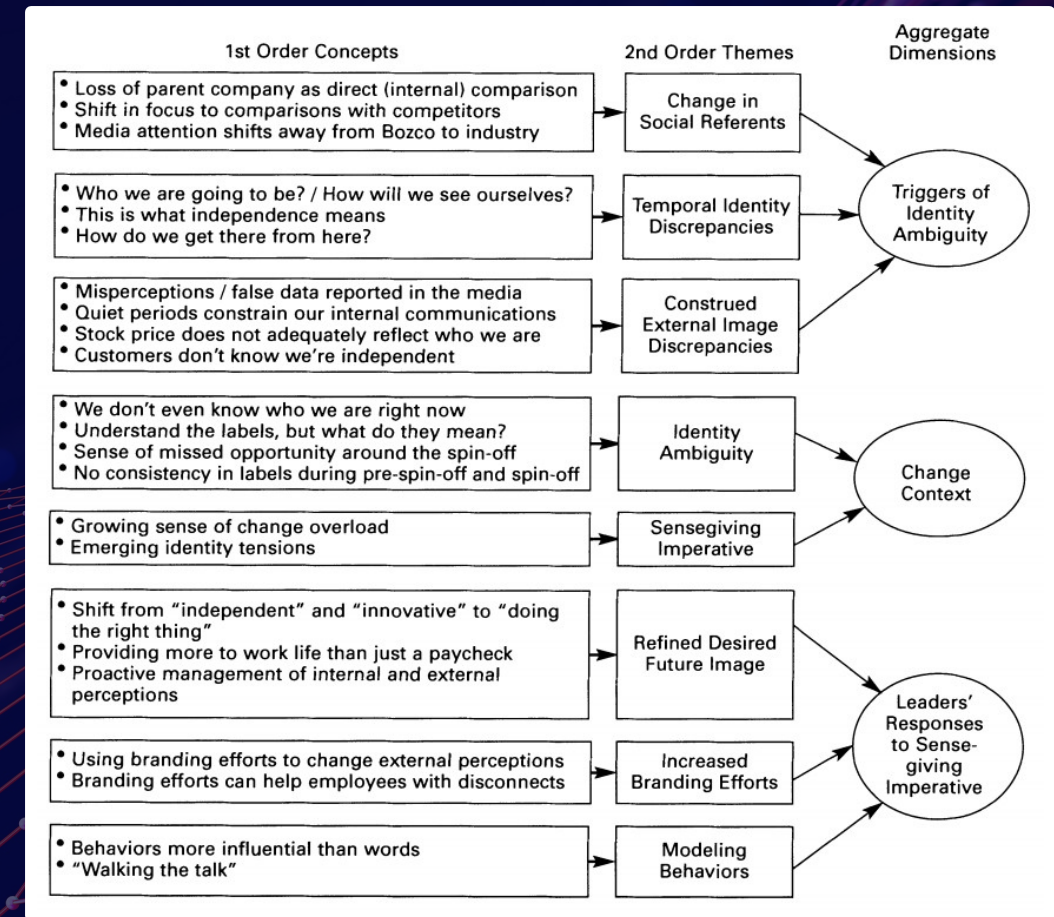
Gioia et al. (2022); Pratt (2008, 2009)

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

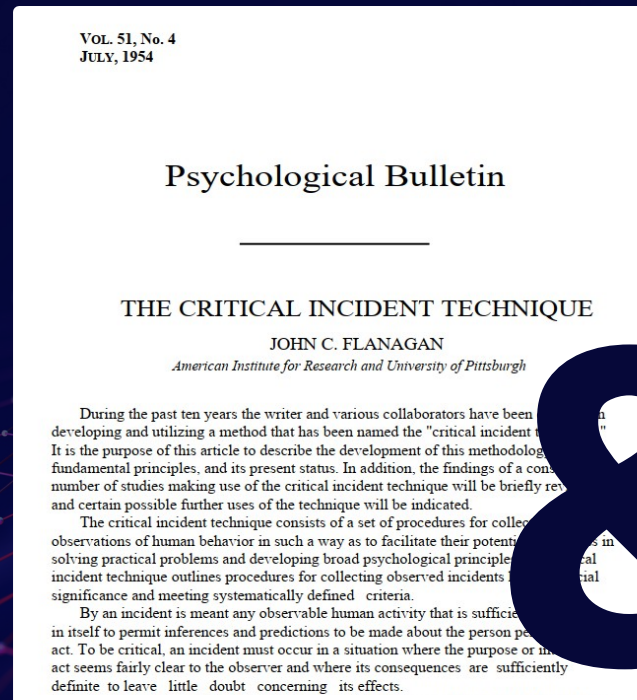
¹ Mann et al. (2024). United we stand. International Journal of Conflict Management

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)

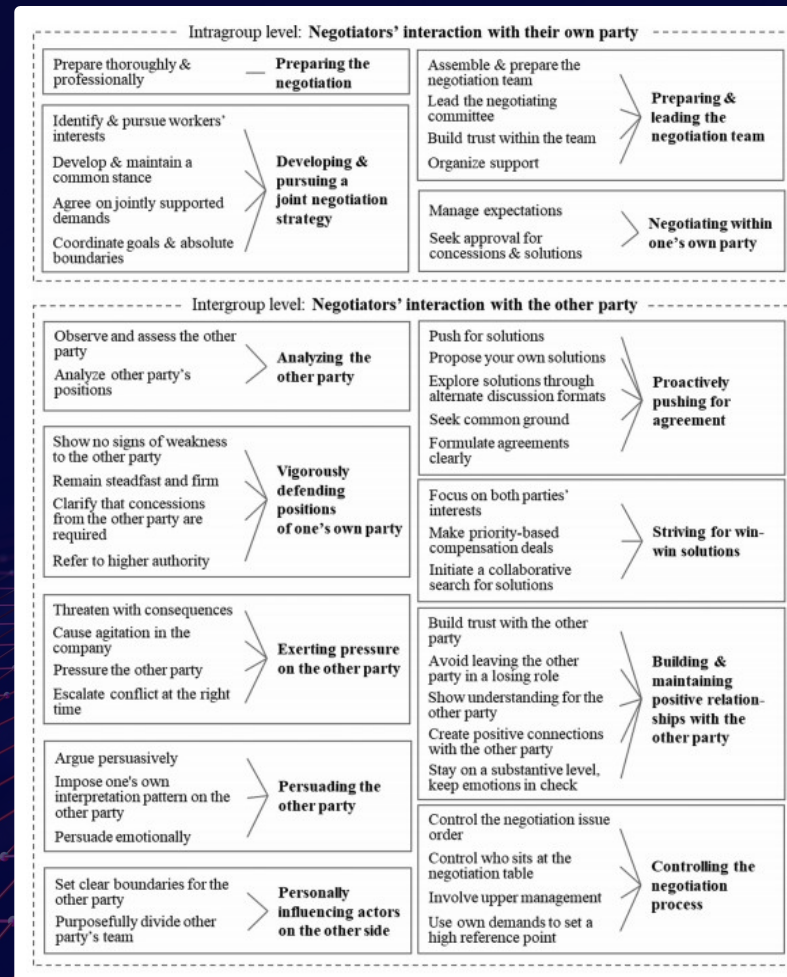


Example #1: Concrete Application

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 → Categorization of Concepts
Gioia et al. (2013)
- Frequency Analysis → Representativeness of Concepts
Namey et al. (2008), Seale (1999)

Example #2: Concrete Application

TABLE I. Frequencies of Reference Points in Negotiations

<i>Origin</i>	<i>Theme</i>	<i>Frequency</i>
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).

Mann et al. (under review)

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)

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!



Let's connect!



Foto: Schraudolf

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