The W5HH Principles applied to “Case Studies”

1. **What** is a case study?

Quote: “A case study is a particular method of qualitative research. Rather than using large samples and following a rigid protocol to examine a limited number of variables, case study methods involve an in-depth, longitudinal examination of a single instance or event: a case. They provide a systematic way of looking at events, collecting data, analyzing information, and reporting the results. As a result the researcher may gain a sharpened understanding of why the instance happened as it did, and what might become important to look at more extensively in future research. Case studies lend themselves especially to generating (rather than testing) hypotheses.”

Case studies are conducted for many reasons, in fact it can be conducted for 'any reason’. We have business case studies, planning case studies, medical case studies, scientific case studies, criminal case studies, legal case studies, student behavior case studies, learning pattern case studies, etc. The list goes on.

2. **Who** does a case study?

Case studies can be conducted by anybody, as long as they want to do it. Whether some people are better off than others in conducting case studies is a separate issue. For example, parents can conduct a case study about the differences in behavioral patterns of their kids, learning about them and reporting the results. As a college student, you can conduct a case study about how students excel in their studies and at the same time enjoyed their college lives.

3. **Why** conduct a case study?

Case studies are conducted for achieving whatever objectives that have been set for the studies. For example, business case studies are about learning specifics of the business, the successes and failures. Medical case studies are about solving some human health problems. Many years ago, I heard of researchers conducting case studies of specific African and Borneo monkeys mating behavior. The general idea is to simply learn about/from these cases and hopefully put the resulting information (experiences, solutions, learning outcomes, successes, failures, pitfalls etc) into good use in the future.
4. **When do we conduct a case study?**

You conduct a case study when there is a need to do so. First of all, you must have a case and the case must have happened. Only then you can make a study. It is historical. You also need objectives on why you wanted to make a case study or learn from a case study.

Learning about the future is “scenario study”. You make up (create) future scenarios (if cases), apply learnt experiences and create strategies and solutions to face up against those created scenarios and challenges. The results of scenario studies are normally possible alternative strategies and plans for the future (which can be either good or bad). Creating, managing and planning strategies are part of scenario studies.

5. **Where do we conduct a case study?**

The location you conduct a case study is wherever it is applicable. For example, if you need to collect information about a case (‘Bird Flu’), you must go to the site where it happened, talk to the people involved (interviews), collect samples, etc. Then you take the samples to the lab, test this and that, etc, learn how it works and find a solution to it. If you need information about a business, go to the business’s website, read the annual report, interview the CEO, etc. You essentially need to go where the information is.

6. **How do we conduct a case study?**

Of course, there are various techniques and tools for conducting case studies. Not all of them are suitable for every case to be studied. You can do it yourself, with others in your organization or hire a consultant to work with you on the case study. The final point about how is “providing a systematic way of looking at events, collecting data, analyzing information, and reporting the results”.

Mr. Wikipedia categorises the following 6 types of case studies:

1. Illustrative case studies
2. Exploratory case studies
3. Critical instance case studies
4. Program implementation case studies
5. Program effects case studies
6. Cumulative case studies

7. **How far do we cover when we conduct a case study?**

The measure of how much information we need to gather for a case study depends on the objectives we set out to achieve. It also depends on how much resources you have and are willing to spend.
For example, whenever presented with business case studies, we must seek answers to some very fundamental questions. We must go out to get all the necessary information to get to the answers.

For business case studies, the necessary resources include:

1. Stock Symbol
2. Official Company Website
3. Company Snapshot
4. Vision, Mission and Objectives
5. Management Discussion & Analysis
6. People in the Company
7. Annual Business Report
8. Balance Sheet
9. Income Statement
10. Cash Flow
11. Latest Stock Research
12. Analyst’s Opinion of Company Stock
13. Historical Stock Prices
15. Industry Information
16. etc…
A STRATEGIC FRAMEWORK

Source: (Reference – MISP-L2-Reading-3.pdf)

The following presentation of the seven challenges is based on all the considerations about the future conducted by the research scientists and university professors of INRIA’s research project-teams during the preparation of this Strategic Plan

1. Designing and mastering the future network infrastructures and communication services platforms
2. Developing multimedia data and multimedia information processing
3. Guaranteeing the reliability and security of software-intensive systems
4. Coupling models and data to simulate and control complex systems
5. Combining simulation, visualization and interaction
6. Modeling in life sciences
7. Fully integrating ICST into medical technology
HYPERMEDIA VERSUS MULTIMEDIA

Hypermedia is a term used as a logical extension of the term hypertext, in which audio, video, plain text, and non-linear hyperlinks intertwine to create a generally non-linear medium of information.

This contrasts with multimedia, which, although often capable of random access in terms of the physical medium, is essentially linear in nature.

The World Wide Web is a classic example of hypermedia, whereas a movie on a DVD is an example of standard multimedia. Of course, the lines between the two can (and often do) blur depending on how a particular technological medium is implemented.

The first hypermedia system was the Aspen Movie Map (i.e. Virtual Reality).

Multimedia topics of interest include the following:

- content-based retrieval (image, video, audio, etc.)
- multi-modal data analysis
- relevance feedback
- multimedia databases
- image/video/audio databases
- multimedia data mining
- multimedia data modeling
- multimedia data indexing
- multimedia data storage
- distributed multimedia systems