An approach to the case study method

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There are many definitions of the case study method. According to Runeson (2008), a case study is an empirical method aimed at investigating contemporary phenomena in their context. Yin (1984) defined the case study research method "as an empirical inquiry that investigates a contemporary phenomenon within its real-life context; when the boundaries between phenomenon and context are not evident; and in which multiple sources of evidence are used."

A case study is used as a method to explore and understand complex issues, in-depth investigations. It can be used in many social science studies, and the role of the case study becomes notable in psychology, education, sociology, community-based problems, business. By combining both qualitative and quantitative research, a case study helps explain both the process and the outcome of a phenomenon through comprehensive observation, restructuring, and analysis of the investigated cases (Zaidah Zainal, 2007).

Although researchers can apply the case study method in flexible ways and take advantage of various sources, case study research still has some drawbacks because researchers often do not have specific procedures, and the articles are not highly generalized because it specified in some cases. Therefore, researchers should be careful when choosing this research style because transparency can allow researchers and editors everywhere to learn about mistakes and misconduct that warrant any possible disagreement (Vuong, 2020).

The researchers need to base on the research question and research purpose to select the most appropriate research method. There is no general formula for case studies using case studies. Still, the choice of this method may be appropriate if it falls into three cases: First, the research question focus on "How" or "Why," which is different from the "what" question because "how" or "why" question tends to need more explanation. Second, the researcher has almost no control over research issues and events. Thirdly, the research focuses on the phenomena that are happening in a practical context. This fact distinguishes case studies from studies that use other methods in scientific research (Yin, 2009).

Process of case study research

According to Lui (2013), a case study can be conducted by five steps: Designing research, selecting cases, collecting data, analyzing data and the final step is writing a report to fulfill the research

1. Research design

Before conducting the research, it is substantial to figure out some important concepts, which include: Research question, researcher's claim, analysis unit, and logic connecting data and propositions.

2. Case selection

The criteria for case selection are related to the research object and the questions to be answered. It determines what attributes can bring meaningful data to the case study. Case studies can use one case or contain multiple cases. A single-case study can be used to confirm or challenge theory, or it can be used to present a unique or extreme case. In contrast, a multi-case study is a unified abstraction and induction of all cases based on a single-case study.

3. Data collection

There are five data sources for the case study:

- i. Documents.
- ii. Interview. Interviews can be used in several forms, the most common of which is open interviews. The second type is a focused interview, a way of interviewing a respondent in a short time. The third type extends to formal questionnaires and is limited to more structured questions.
- iii. Direct observation. The researcher visits the site of the case study straightly.
- iv. Participating observation. Under this circumstance, the researcher is not just a passive observer but involved in the case being studied.
- v. Physical objects.

4. Analysis of data

Data analysis includes reviewing, classifying, or reorganizing evidence in other ways to study the initial propositions of the research.

5. Report Writing

The presentation of case study results has a large degree of flexibility, and there is no standard or uniform report format. However, in the field of social science research, a format that matches the case study process is often used.

To the end, conducting a case study is remarkably hard because it requires the researcher to read intensive materials and have proper preparation to ask the right questions. However, this method helps broaden knowledge by applying multidisciplinary fields as well as enhancing the ability to analyze and evaluate.

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