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Applied Qualitative Business Research

How does Cultural Shock Influence the Students' Performance in the Short-term Study Abroad Program? A Case Study of Attitudes towards Multiculturalism”.

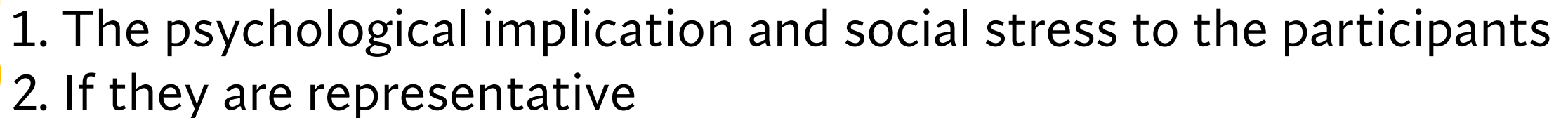
Research question: When these students are struggling with their academic performance, What is the role of the cultural shock? and How does cultural shock affect their academic performance in this process?

Part 1: An evaluation of five qualitative approaches

Narrative research

Narrative research is the study of the life of individuals, focusing on the story telling, cultural identity and specific context. Given, L.M. (2008) defined narrative as a unit of discourse

Given, L.M. (2008) has listed the significance and different occasions of getting permission and access to the participants. And the very first rule of achieving the persimmon is about to do no harm.

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1. The psychological implication and social stress to the participants
 2. If they are representative
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Phenomenology study

Compared with narrative study focusing on single or several individuals, phenomenological study aims to figure out what is have in common among all the participants and find out the universal essence in the phenomenon (Creswell,2016).

the transcendental phenomenology based on Moustakas (1994) enables a concrete framework to gain the balance between the objectivity and subjectivity. But Moerer-Urdahl, T. (2014) has also articulated that the essences of experience can be only partly presented and highly correlated with the interviewed participants .

The causations of deteriorated study performance and difficult adaption to the new environment may vary a lot due to the distinctions among the participants.

the trial for testing if the cultural shock is the common variable for the students' performance would be difficult.

Grounded theory

Rich details and descriptions would be provided about the theme such as physical description, movement description, and activity description. It also presents the process of identifying the open coding and categorizing the codes in a central category. (Creswell, 2016)

- ◆ Scholar of Henry Hale (2008) - separatism;
 - ◆ Will Kymlicka (2007) - Odysseys;
 - ◆ Crowder (2013) - necessity multiculturalism;
 - ◆ “Salad bowl” theory and “Melting pot” theory coined by Kallen are also well accepted and admitted.
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students' performance and their environmental adaptations
VS.

the cultural shock

(focus on the causation, not the theory)

Ethnography

Ethnography aims to describe and interpret the shared patterns of a culture in a culture-sharing group through providing rich descriptions by witnessing or participating in the group.

Two features

1. O'Reilly, K. (2004) also highlighted the personal participation in the context, direct contact and communication, and prolonged period of observation matter a lot in the research method.
 2. Given, L.M. (2008) articulated that participants are usually located in the same places and community, and at the same time share same patterns of culture such as behavior, beliefs, and language.
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1.The target students in the Short-term Study Abroad Program are difficult to satisfy the criteria due to the various cultural background.

2.Furthermore, the ideal number of involved participants would be around 20, and the investigations in the field to understand a culture would be extremely time consuming.

3.Researchers need to be cautious about going too native and compromise the duties of a researcher. As a person who also experienced the cultural shock before, the risk of going native just largely increased.

Case Study

Case Study is about looking into an event in depth and finding out what were wrong through the help of documents, archival records, interviews, observations, and physical artifacts, trying to seek for relevance and value of the conceptual framework, contributing to the cases which experience same phenomenon, and offering guidance to the further research.

Report 2: Comparison Among Various Qualitative Research Methods

Disadvantages

1. the resources of the literature review could be limited and inadequate
 2. studying all the data and literature review could be time consuming
 3. excellent writing skills are required, rich description ask you to go deeply in describing what happened.
 4. quite subjective and biases from the researchers are prone to be reflected in the conclusion.- little reliability
 5. little external validity (unique and specific and it is hard to generalize and applied outside of the case)
 6. no way to detect the causation (get the control variables to run experiments)
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Advantages:

1. focus on a specific person, organization and event and process a relatively more in-depth study.
 2. can take advantages of different methods that you can use such as literature review(what has been written or studied about the topic), personal observations(about what you observed), interviews(about what others observed), archival research(related event, similar cases)
 3. it is innately interesting and usually presented as stories with context instead of a bunch of statistics.
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◆ Interviews

in person

What type of atmosphere will you try to create? (relaxed and trustful)

How will you record and analyse the data? (Recorded digitally)

◆ Observation

◆ action research

◆ Content Analysis (secondary data derived from your literature review/
unobtrusive research)

◆ Experimentation (NO)

Report 3: A Brief Plan of My Research

1. Determine suitability of a case study approach

“natural generalization” through social diffusion and learning processes. Researchers themselves do not try to generalize beyond the case under investigation, but the findings can be taken up by others if they perceive a “fit” to their cases.

The generalizations made by positivists can be labeled “statistic generalizations” based on drawing logical inferences from a sample of cases to a specified population.

The third approach to generalization was called “analytic generalization” by Robert Yin

2. Identify case(s)

bounded as one teacher's practices

in the Short-term Study Abroad Program, at a single institution

3 participants, one from north America, one from Europe, one from the east Asia.

3. Collect extensive data drawing on multiple sources

- ◆ Interviews
 - ◆ Observation
 - ◆ action research

 - ◆ Content Analysis (secondary data)
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4. Describing, Analyzing, Interpreting, and Documenting Empirical Evidence

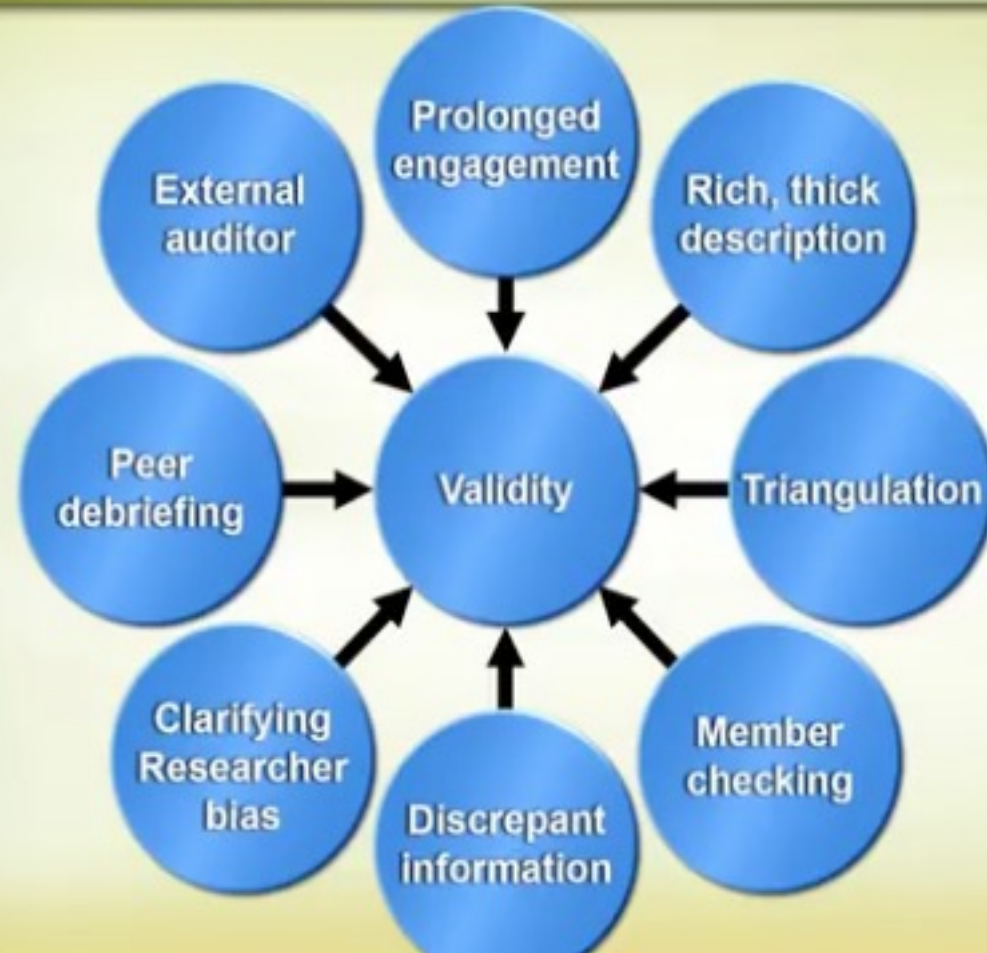
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6. Report the case study and lessons learned

Organize the data and write into a journal

Validity and reliability

Strategies for ensuring validity (Creswell, 2007)



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1. Triangulation
 2. Rich description
 - 1.3 Peer Review
 - 1.4 Member Checking

Reliability

1. Content Analysis (secondary data derived from the literature review)
2. Archive documents to ensure the reliability (related event, similar cases)
3. validity and reliability could be improved by proposing the hypotheses tested by some quantitative methods. (Combine with the quantitative analysis and laid the foundation for the future research)

the findings within the case study could lead to further research, and the validity and reliability could be improved by proposing the hypotheses tested by some quantitative methods.

Thanks

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