

Association for Information Systems AIS Electronic Library (AISeL)

ICIS 1993 Proceedings

International Conference on Information Systems
(ICIS)

1993

PANEL 7 A WORKSHOP ON TWO TECHNIQUES FOR QUALITATIVE ANALYSIS: INTERVIEWING AND EVALUATION

Lynda Davies
Griffith University, Brisbane, Australia

Follow this and additional works at: <http://aisel.aisnet.org/icis1993>

Recommended Citation

Davies, Lynda, "PANEL 7 A WORKSHOP ON TWO TECHNIQUES FOR QUALITATIVE ANALYSIS: INTERVIEWING AND EVALUATION" (1993). *ICIS 1993 Proceedings*. 30.
<http://aisel.aisnet.org/icis1993/30>

This material is brought to you by the International Conference on Information Systems (ICIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in ICIS 1993 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

PANEL 7

A WORKSHOP ON TWO TECHNIQUES FOR QUALITATIVE ANALYSIS: INTERVIEWING AND EVALUATION

Panel Chair: Lynda Davies, Griffith University, Brisbane, Australia

Panelists: Michael Newman, Manchester University, UK; Erasmus University, The Netherlands
Bonnie Kaplan, Quinnipiac College, Hamden, Connecticut, USA

Qualitative techniques are multifarious and innovative, leading to a need for a forum for information systems researchers considering using the techniques. For the past three years, ICIS has provided that forum in the form of a series of workshops on qualitative analysis. The 1993 ICIS workshop concentrates on Interviewing and Evaluation. Lynda Davies chairs the process so that participants can become directly exposed to the working knowledge gained from the research experiences of two key qualitative researchers. Those researchers provide descriptions of the approaches and a "walk through" of each, using illustrations from their own research experiences. The aim of the workshop is to ensure that participants can leave with sufficient knowledge, confidence and curiosity to pursue use of the approaches in their own research. Also provided are summaries of key concepts, transparencies, bibliographies and the paper of the workshop.

Interviewing: Mike Newman concentrates on the researcher's entry into the organization, the interview process, and the exit, exploring how sites and subjects are selected and what the organization could reasonably expect from the study. This is the "contract" and issues relating to this are discussed, as are the issues of control, completion, distortion and validity. The discussions are illustrated by reference to two research projects that used the ethnographic interview. These are recent, unpublished studies of large system projects, the first being a longitudinal study of a US insurance corporation and the second a long-term study of a North American communication corporation in which the system failed, impacting severely on the career of the principal subject and consequently upon the direction of the study itself. These and similar issues concerning the social contract of the interview are discussed.

Evaluation: Bonnie Kaplan starts by addressing the challenging questions of "Why do evaluation at all?" and "Why use qualitative methods when doing so?" She argues that evaluation uses the same methods as other research foci and is not so much a technique as a perspective from which a host of research issues can be discussed. By concentrating on interviewing and observation as data gathering techniques, research experiences are used to illustrate the evaluation of computer information systems using qualitative techniques. The key experiences discussed are from two major studies, one evaluating a clinical laboratory computer system and the other a clinical imaging system. The necessarily subjective nature of evaluation is explored from a researcher's perspective.