

CONTEMPORARY STUDIES AND METHODOLOGY IN URBAN AND REGIONAL PLANNING IN MALAYSIA



MARIANA MOHAMED OSMAN
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IIUM PRESS
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA



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IIUM Press

Published by:
IIUM Press
International Islamic University Malaysia

First Edition, 2011
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Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

Mariana Mohamed Osman, Rustam Khairi Zahari & Syahriah Bachok: Contemporary Studies and Methodology in Urban and Regional Planning in Malaysia

Bibliography p.

Includes Index

ISBN

ISBN: 978-967-0225-67-8

Member of Majlis Penerbitan Ilmiah Malaysia – MAPIM
(Malaysian Scholarly Publishing Council)

Printed by :

IIUM PRINTING SDN. BHD.

No. 1, Jalan Industri Batu Caves 1/3

Taman Perindustrian Batu Caves

Batu Caves Centre Point

68100 Batu Caves

Selangor Darul Ehsan

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CHAPTER 11

RESEARCH DESIGN FOR EXPLANATORY CASE STUDY ADOPTED MIXED METHOD APPROACH

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INTRODUCTION

This chapter discusses step-by-step research approaches for explanatory case study research adopted in this mixed-method approach. The contents of this section include the methodological approach to the research process, the data collection and the data analysis for the study. It also explains the tools and techniques used in the process of data collection. The discussion support is supported by examples to make it reader well understand.

WHAT IS EXPLANATORY CASE STUDY

Yin (1989) defines 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 clearly evident; and in which multiple sources of evidence are used” (p. 23). This means that the case study method allows the researchers to explore, comprehend and analyze data in detail within a specific context.

There are three categories of case studies, namely: descriptive, exploratory and explanatory. The explanatory case studies involve examining the data closely both at a surface and a deeper levels in order to explain certain phenomena in the form of data. Furthermore, explanatory cases are also deployed for causal studies where pattern-matching can be used to investigate certain phenomena in very complex and multivariate cases. The case study is suitable to be implemented when the questions asked in research