

Achieving rigor in qualitative analysis: the role of active categorization in theory building

Grodal, S., Anteby, M., & Holm, A. L. (2020). *Academy of Management Review*, p 591-612

Slide summary

Summary

- main topic, suggestions, recommendations and/or conclusions

Article suggests a process of analyzing ethnographic data and transparently demonstrate the rigourness of the theory

Consistent, easy-to-follow process with 8 steps

Also helps the researcher to have an active role and to become even more reflexive in asking the right questions when analyzing the data

Rigor analysis is not about presenting the categories but to show the way they were found?

The process supports the unfolding nature of the analyzing work

Does not exclude other approaches to analyze the same data - can even enrich the analysis and create more rigour theory

Opinions

- e.g. key learnings, opinions, what was interesting, strengths / weaknesses

The comment on the replicability of the qualitative research opened my eyes: '... unless we assume that all scholars have the same cognitive or experiential predispositions, the question of replicability becomes partly mute.' (p. 605) -> qualitative research is a powerful tool just because ***we are not aiming at the same results but various interpretations*** of the same situations

Not all codes and categories are not equally important

Could this process also be at least partially applied in the data collection phase?