

Grounded Theory Method

A One-Day Seminar

Presented by
Professor Dan Remenyi
The Cedars, University of Reading
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What this seminar is about

Grounded Theory Method (GTM) is one of the great methodological success stories of the 20th century but it is a much misunderstood concept. It has to be carefully implemented if it is to produce effective research results. Developed by Barney Glaser and Anselm Strauss and published in their book *The Discovery of Grounded Theory* in 1967, it is sometimes called a data-orientated method as it is highly dependent on the way that the researcher interprets data and extracts meaning from it. In its originators' own words "Grounded theory is an inductive, theory discovery methodology that allows the researcher to develop a theoretical account of the general features of a topic while simultaneously grounding the account in empirical observations or data". Barney Glaser famously pointed out that "Data is all" but this has to be understood in a particular context.

There is a series of skill based activities required of the GTM researcher and he or she has also to master a vocabulary specific to this a method. This seminar explains what is required and addresses the GTM specific concepts and processes.

There are different approaches to GTM which have generally not being well explored and these differences will be addressed. GTM is of increasing importance in social science research and this seminar explains the rational behind the method as well as giving the participants an opportunity to be involved in a practical hand-on grounded theory exercise.

This one-day seminar has the following objectives:

1. To explain what is meant by the GMT and discuss what may be achieved using it
2. To explore the opportunities which grounded theory offers the researcher
3. To discuss the skills required for GTM
4. To point out the limits of theory developed by using GTM
5. To indicate by practical example good practice in using the grounded theory method

This seminar is relevant to academics from most Faculties, Departments and Schools. The workshop fee covers a comprehensive participants' work book which includes, PowerPoint slides, checklists and papers.

This seminar delivers practical useful information which may be put to use immediately. It also gives participants an opportunity to network with other researchers and authors.

The seminar will be held on **21st May 2013** at the University of Reading, The Cedars Conference Centre. Registration will begin at **09:30** and the seminar will finish at **16:00**. The attendance fee is **£100+VAT at 20%= £120**. Fees include a Reader on Grounded Theory and refreshments.

Seminar Outline

The origins of grounded theory

The primacy of data and what constitutes data,
Induction versus deduction versus abduction/conduction, Pragmatism
Idiographic studies versus nomothetic studies, The Theoretical Conjecture
The vocabulary of grounded theory

The initial process of grounded theory

Research question formulation
Preparing for classical grounded theory
Collecting data or evidence
Observations, Interviews, Conversations, Data Caches
Constant comparison as a searching tool
Transcribing and coding, Theoretical samples

Examining the data

Identify concepts and create categories
Elucidate the properties of the concepts and categories
Looking for negative cases and what this means
The process of discourse and intensive reflection

Theory building

Preparing to considered theoretical alternatives
What do you think? What do you know? What can you prove?
What are the issues? What are the relationships between them?
How do they relate to other variables?
Theory postulation

Sampling issues

Theoretical and Snowball sampling

Important considerations

Limitations of grounded theory
Theoretical and practical problems

Close of seminar

Seminar Facilitator



Dr Dan Remenyi specialised in research methodology. He was for more than a decade a Visiting Professor in Information Systems Management at the School of Systems and Data Studies at Trinity College, University of Dublin. He teaches Research Methodology and Sociology of Research as well as supervising academic researchers and works extensively with research candidates and their supervisors at both doctoral and masters level. He has authored or co-authored more than 30 books and some 50 academically refereed papers. He is published in all 4 of the 'A' rated Journals in the United Kingdom in Information Systems Management. Some of his books have been translated into Chinese, Japanese and Romanian. He holds a B Soc Sc, an MBA and a PhD.

For more details and to book onto the seminar please contact: louise@academic-conferences.org