

# Unpacking the Research Process: A Comprehensive Guide to Grounded Theory in Academic Research

A Webinar

Presented by

Professor Dan Remenyi

Tuesday 25<sup>th</sup> April 2023



Grounded Theory (GT) is one of the great methodological success stories of our era, but it is much more than just a methodology. It is a window on the nature of academic research which will inform any scholar engaged in this activity. This webinar will unpack the concepts involved in this useful approach to research.

Grounded Theory is a much-misunderstood concept, which 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 statement can be misleading and has to be understood in a particular context.

There are different approaches to GT which have generally not been well explored and these differences will be addressed. GT is of increasing importance in social science research and this webinar explains the rationale behind the method. **A free PDF copy of the textbook *Grounded Theory* by Dan Remenyi is provided to all participants who register for this event.**

This webinar has the following objectives:

1. To unpack the academic research process;
2. To explain what is meant by GT and discuss what may be achieved by using it;
3. To explore the opportunities which GT offers the researcher;
4. To discuss the skills required for GT;
5. To point out the limits of theory developed by using GT.

## Webinar Outline

### The origins of grounded theory

- The primacy of data and what constitutes data
- Induction versus deduction versus abduction
- 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
- 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.

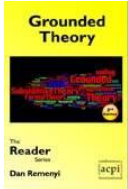
### Theory building

- Preparing to consider 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?
- The theoretical conjecture, theory postulation.

***This webinar delivers practical useful information which may be put to use immediately. This webinar is relevant to academics from most Faculties, Departments and Schools.***

The webinar will be held on **Thursday 25 April 2023** from **2:00pm-3:30pm (GMT+1)** via Zoom. The Zoom Room will open at **1:45 pm (GMT)+1.**

The cost of attending this webinar is £40 per participant. To book a place, visit [https://shop.academic-conferences.org/?ec\\_store=webinars](https://shop.academic-conferences.org/?ec_store=webinars)

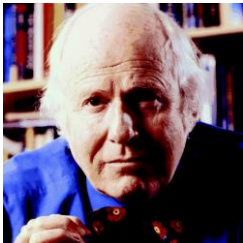


**Fees include a PDF copy of Reader on Grounded Theory by Dan Remenyi which may be viewed at:**  
[https://www.academic-bookshop.com/ourshop/prod\\_2790499-Grounded-Theory-The-Reader-Series-2nd-Edition-Softback-PRINT-version.html](https://www.academic-bookshop.com/ourshop/prod_2790499-Grounded-Theory-The-Reader-Series-2nd-Edition-Softback-PRINT-version.html)

For questions about the webinar contact [dan.remenyi@academic-publishing.org](mailto:dan.remenyi@academic-publishing.org)

**A certificate of attendance can be supplied on request.**

#### **Webinar 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.