



MIS에서 질적연구방법: 근거이론의 적용 사례

한국경영정보학회
영남지회 포럼
2013. 7. 23(화)
경북대학교 국제경상관 415호

주재훈(동국대학교 경영학부 교수, KMIS 영남지회장)

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근거이론 적용 사례
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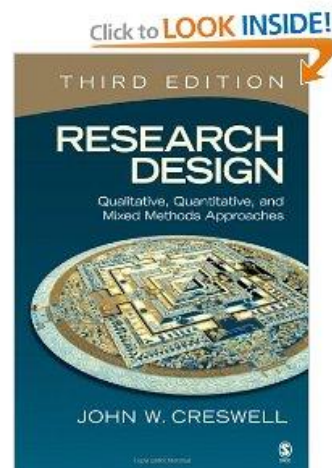
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1. 질적연구방법의 개요

- Five Traditions for Qualitative Research

- 전기, 생애사 연구(Biography)
- 현상학적 연구(Phenomenology)
- 근거이론(Grounded theory)
- 문화기술적 연구(Ethnography)
- 사례연구(Case study)

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1. 질적연구방법의 개요

• Q방법론

- 윌리엄 스티븐슨(Stephenson, 1953) 창안
- 사람들의 주관성(subjectivity) 즉, 견해를 연구하는 방법(김홍규, 2008)
- 인간의 주관성을 강조하며 가설의 검증보다는 가설의 발견에 관심을 두고, 개인의 태도, 신념, 가치 등을 객관적으로 측정하는 방법
- 개인의 주관성과 특성을 유형화하는데 유용한 방법으로 사회과학(사회학, 교육학, 커뮤니케이션, 심리학, 간호학, 사회복지학, 행정학 등)

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김홍규, Q방법론: 과학철학, 이론, 분석 그리고 적용
커뮤니케이션북스, 2008.

한국주관성연구학회: <http://www.kssss.org>

QUAL 프로그램:

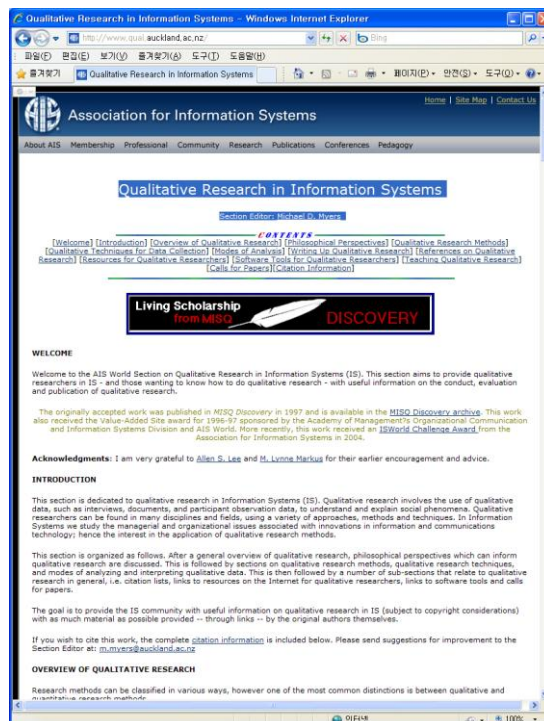
www.kssss.org/bbs/view.php?id=pds&no=5

김기연, 이봉규, 송인규, 스마트 모바일 시장의 정책 및 전략 수립을 위한
시장참여자 주관성 유형화 연구, 경영학연구, 41(2), 367-393

MIS에서 질적연구

- Michael D. Myers, Qualitative Research in Information Systems

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2. 근거이론과 MIS 분야의 연구

Grounded Theory?

- To generate or discovery a theory
(Glaser and Strauss, 1967)
- The discovery of theory from data systematically
obtained from social research (Glaser and Strauss, 1967)

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2.1 근거이론이란?

- **데이터를 근거로 새로운 이론을 개발하는
질적연구방법론**
 - Glaser, B.G., Strauss, A.L., 1967. The Discovery of Grounded Theory: Strategies for Qualitative Research, Chicago: Aldine
 - 이론을 검증하는 것이 아니라 구축(build or generate)하는 것
 - Awareness of dying (Glaser and Strauss, 1965)
 - Basic of qualitative research: Grounded theory procedures and techniques (Strauss and Corbin, 1990, 1998)

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2.2 자료수집

- 심층면담(In-depth interview)
- 참여관찰(Participant observation)
- 2차 자료(additional data)
 - 일기, 자서전, 언론 매체, 기사, 사진, 그림, 서적 등
- 면담
 - Open-ended: what if, 만약 ~한다면, 어떠한가?
 - Verbatim
 - Record and transcription

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2.2 자료분석

- 개방코딩(open coding)
- 축코딩(Axial coding)
- 선택코딩(Selective coding)
- Coding
 - Process of analyzing data
- Memo process

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2.2 자료분석: 개방코딩

- 개념 도출
- 범주화
- 121 concepts -> 40 subcategories -> 15 categories
- Properties and Dimensions
- Line by line analysis; Sentence or paragraph, Entire document

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2.2 자료분석: 축코딩

- 범주간의 연계
- Paradigm model
 - 인과적 조건(causal condition),
중심현상(phenomenon),
맥락(context),
중재적 조건(intervening condition),
작용/상호작용 전략(action/interaction strategies),
결과(consequence)

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2.2 자료분석: 선택코딩

- 핵심범주(core category)
- 핵심범주와 다른 범주의 관계
- Story line
- 명제, 가설 도출: 가설적 진술 도출

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2.3 MIS 분야의 연구

- Urquhart, C., Lehmann, H., and Meyers, “Putting the ‘theory’ back into grounded theory: guidelines for grounded theory studies in information systems,” Information Systems Journal, 20, 2010, 357-381.
- 질적연구를 위한 분석도구
 - QSR의 Nvivo
(http://www.qsrinternational.com/products_nvivo.aspx)

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2.4 근거이론: Remarks

- Theoretical sensitivity
 - 연구자가 자료의 의미나 가치를 지각할 수 있는 능력
 - 한 걸음 물러나서 자료를 대할 것
 - 분석결과에 회의적 태도를 유지할 것
 - 엄격한 연구 절차를 따를 것
 - Strauss and Corbin, 1998

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2.4 근거이론: Remarks

- Theoretical sampling
 - 이론 생성을 위한 자료수집과정
 - Concurrent data collection and analysis
 - Not probabilistic sampling
 - Theoretical saturation

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3. 스마트그리드 확산에의 근거이론 적용 사례

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Diffusion of Smart Grid for Low- carbon Green Growth: Grounded Theory Approach

PACIS 2013
"Smart, Open and Social Information Systems
June 18 – 22, 2013
Jeju Island, South Korea

Jaehun Joo and Lyunhwa Kim
Dongguk University-Gyeongju, South Korea

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Contents

1. Introduction
2. Jeju smart grid testbed and Literature reviews
3. Research Design
4. Analysis
5. Conclusions and Implications

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1. Introduction

- Smart grid testbed in Jeju since December 2009
- The purpose of this study is to suggest **propositions** that can be serve as **strategic guidelines** for the adoption and diffusion of smart grids from the **perspective of users**

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2. Jeju smart grid testbed and literature reviews

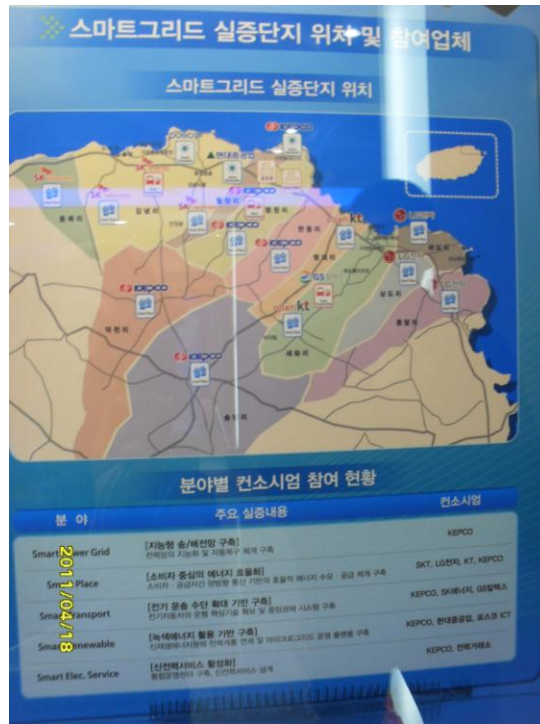
- A total of **6,000 households**
- **12 villages** called RI (a small village)
- **Two implementation phases**
 - Construction and operation of the smart grid infrastructure: December 2009 to May 2011
 - Expansion stage: integration all functional areas of the smart grid, June 2011 to May 2013

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- The total investment is **240M US dollars** (\$70 million from the Korean government and \$170 million from consortiums of enterprises)
- **12 consortiums** have been involved in **five smart grid areas**
 - smart places, smart transportation, smart renewables, smart power grids, and smart electricity services.

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Consortium	No. of villages (RI) on the testbed	No. of Interviewees (Hours)
SKT	3	15 (3.0)
SK Energy		
KT	2	6 (1.7)
LG Electronics	3	10 (3.8)
KEPCO	4	10 (1.6)
Total		41 (10.1)

No. of Concepts	No. of sub-categories	Category
2	1	Being users of smart grids
4	2	Free delivery of smart grid devices
3	3	Training and promotion during the pre-installation stage by suppliers
6	4	Beneficial expectation of smart grids
13	5	Adopting smart grids
7	2	Providers' attitudes and passion
2	1	Trust in government-led projects
6	3	Concerns on smart grids
5	2	User characteristics
4	2	Environmental characteristics
4	2	Technological characteristics
3	2	Degree of technology maturity
2	1	Support from providers
5	3	Experience of economic benefits
15	5	A variety of continuous education, promotion and communication
2	1	Expansion of government subsidies
3	3	Insufficient experience resulting from the limited delivery of smart grids
6	2	Proactive attitudes toward diffusion through experiences and benefits
5	3	Unfavorable attitudes resulting from differential support, insufficient experience and project delays



2. Jeju smart grid testbed and literature reviews

- A total of **6,000 households**
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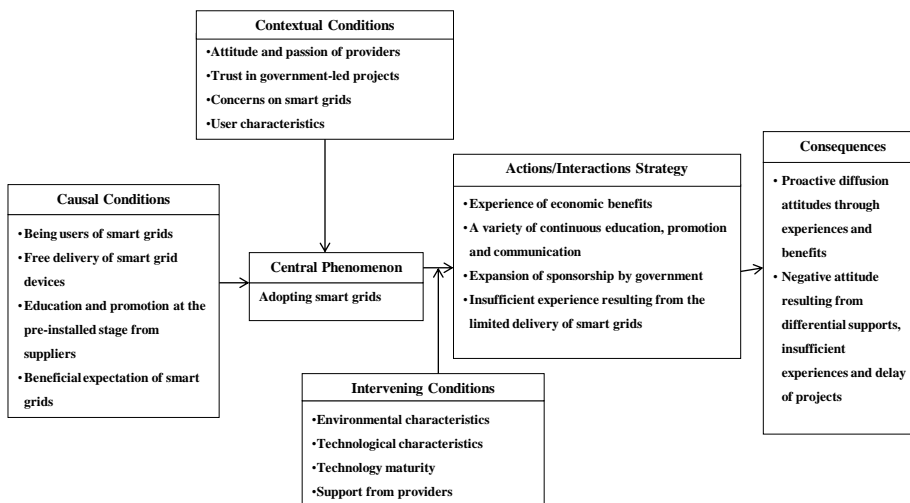
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4.2 Paradigm model

- Axial coding: the development of a paradigm model
 - Aggregating and connecting categories derived from open coding
 - Including **causal conditions, central phenomena, contextual conditions, intervening conditions, actions/interactions, and consequences**

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Consequences	Proactive attitudes toward diffusion through experiences and benefits	Favorable attitude Type of attitude	Strong - Weak Interest/Trust/Pride/ PR/Self-Investment
	Unfavorable attitudes resulting from differential support, insufficient experience and project delays	Level of complaints Type of complaint	Strong - Weak Disappointment/ Indifference



4. Implications

1. Conflicts between villages or between residents resulting from any free distribution of smart grid devices and differential support from providers should be resolved
2. Choice of appropriate technology reflecting environmental and population characteristics



3. Offering appropriate training, promotion, and communication programs to better induce users' proactive and positive participation
4. Authentic relationships should be maintained with residents

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Thank you for your attention

발표논문은 아래에서 받아 보실 수 있습니다.
http://jbis.cafe24.com/data/pacis2013_submission_213.pdf

Q & A 2011/04/20

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