

## Research Technique Assignment

Samy Zhang

About my emerging research interests, I think interviewing and case study are appropriate approaches to me.

### **1. Interviewing:**

A method of data collection that involves researchers seeking open-ended answers related to a number of questions, topic areas, or themes. (*Doing your research project, 2010, p194*) Interviews allow you to develop rapport and trust; provide you with rich, in-depth qualitative data; allow for non-verbal as well as verbal data; are flexible enough to allow you to explore tangents; are structured enough to generate standardized, quantifiable data. (*p196*)

Reference article:

### **Audience Development: Texas Symphony Orchestras, by Renelle Bedell**

This research project explores audience development strategies that are being used by Texas symphony orchestras. Renelle Bedell chose data collection methods to analyse. Interviewing is the main data collection tool used in the project. It involves a series of questions relating to audience development attempts, strategies and goals. The participants are interviewed once and then follow up phone call. Renelle Bedell uses note and audio recording to record data. Participants are identified in this project. Names are used to report findings of the organization's structure relating to audience development. Here are interview questions of Renelle Bedell:

*General - Audience Development*

- 1. Define audience development from your personal perspective, and from an organizational standpoint.*
- 2. Had you done any audience development in the past? a. Why or why not?*
- 3. In what ways do you try to connect with new audiences?*

### *Marketing*

*1. Who is your target demographic?*

*a. Do you market to other audience members? If so, which target groups, and how are they being marketed to?*

### *Programming*

*1. Does attendance differ based on the performance venue or location? How, and why do you think this is?*

*2. How does repertoire selection affect attendance?*

*a. What types of works draw in a full house, which don't?*

*b. Does past attendance directly affect which types of works are programmed in the future?*

### *Education*

*1. Do you think your education programs attract young audiences to performances?*

*a. Are they intended to do this? Or are they strictly meant for exposure?*

### *Technology*

*1. In what ways do you use technology that might attract or engage with audiences?*

### *Attendance*

*1. What is the average number of attendees at a classical music performance?*

*a. Has this gone up or down over the past five years? Why do you think this is?*

*2. How do you track attendance?*

### *Subscriptions*

*1. Tell me about your subscription model. Do you sell many subscriptions?*

*a. How are sales in relation to past years?*

*2. Do you offer any "pick and choose" subscriptions?*

*a. Are these a more popular choice than a full season subscription?*

## **2. Case Study:**

Case study as a research strategy comprises an encompassing method—with the logic of design incorporating specific approaches to data collection and to data analysis. It is preferred in examining contemporary events, but when the relevant behaviors cannot be manipulated. The case study relies on many of the same techniques as a history, its unique strength is the ability to deal with a full variety of evidence—documents, artifacts, interviews, and observations. (*Robert K.Yin Case Study Research p13*)

Reference article:

**Successful Relationship Development: Building a Positive Relationship between a Performing Arts Center and Its Internal and External Communities by Wei-Ping Wang**

To deeply understand how a performing arts centers (PACs) develops relationships with its internal and external communities, Wei-Ping Wang choses the Portland Center for the Performing Arts (PCPA) as the case study site. The purpose of this project was to raise awareness among the executive leadership of PACs with regard to their proactive roles in relationship cultivation. In this case study, Wei-Ping Wang first introduce the PCPS's background, and then explores five PACs located in cities of a similar size to Portland to get a general understanding of their situation. He or she classifies the content into nine theme: *the importance of internal communication, internal communication methods, the definition of internal relationship, financial situation and efficient operation, the importance of external communication, organizational structure and the perception of external community, external communication methods, the importance of leadership and volunteers in external communications, and the definition of external community*. The case study also includes summary of main points and a comparison between PCPA and the five PACs.

## Case Study Outline

My interesting research will be relevant to media, in order to illustrate the topic research using case study to compare others will be necessary and vivid approach.

First, when I decide the topic, I should design my case study. Because there are four types of case study, I will according to research topic to decide use which one.

	single-case designs	multiple-case designs
holistic (single unit of analysis)	TYPE 1	TYPE 3
embedded (multiple units of analysis)	TYPE 2	TYPE 4

SOURCE: Robert K. Yin *Case Study Research* p39

Secondly, I might prepare for data collection of my case study. Maybe I will collect by interviewing key people, searching their official website or review documents. Come up with case study questions for interviewing and make a guide for the case study report, such as outline, format for the narrative, and specification of bibliographical information and other documentation. Then makes case study notes create a database.

Thirdly, I will analysis of case study evidence. There are some analytic techniques I know: putting information into different arrays; creating data displays for examining data; putting information in chronological. There also have other ways, I need more time to learn.

Finally, it is the reporting phase. I think it is one of the most difficult step to cary out in doing case study, because I need to compose portions and gather various pieces of report. The book of Case Study Research tells me the following these should be included:

- *Audiences for case study*
  - *Varieties of case study compositions*
  - *Illustrative structures for case study compositions*
  - *Procedures to be followed in doing a case study report*
  - *And, in conclusion, speculations on the characteristics of an exemplary case study*
- (Robert K.Yin Case Study Research p128)*

While this is a hypothetical outline, about case study and other research methods I need to learn more and deeply. Once I confirm research topic, I will make specific plan according to specific situation.