BUAD 317 · SLIDE NOTES

Is Our Research Good? The Big Tent Criteria

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/buad-317/research-quality-big-tent/



Slide 1

My notes



Slide 2

My notes

03

THE EIGHT CRITERIA IN CONSULTING, 5 TO 8

Does it ring true, add something, and hold together?

5 · Resonance.
Does it move the audience and ring true in similar settings? *A plant manager at a different factory hears your onboarding story and says, "That is us."*

6 · Significant contribution.
Does it add something new and useful? *You show campus dining that the wait is not the line, it is not knowing which line is shortest.*

7 · Ethics.
Did we protect people at every step? *You protect a frontline worker's critical comment so it cannot be traced back to them.*

8 · Meaningful coherence.
Does it all fit together? *Your question is about new-hire confidence, so your methods, findings and recommendations all stay on new-hire confidence.*

⊕ What good looks like for 5 to 8

Slide 3

My notes

04

RIGOR IS NOT A BIG SAMPLE

Go deep, not wide.

Not rigor
It does not mean hundreds of people or statistics for their own sake.

VS

Rich rigor
Rich rigor means you went deep, came back more than once and reflected.

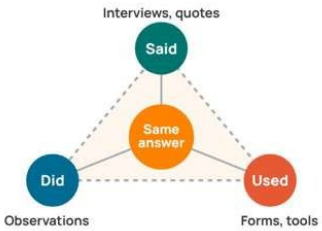
Goals, not a recipe. Tracy separates the end goal (credibility, for example) from the many practices that can get you there. You will not use every practice. Pick the ones that fit your challenge, and be able to say why.

Slide 4

My notes

TRIANGULATION

Same answer, many angles.



When all three point the same way, the finding is credible.

05

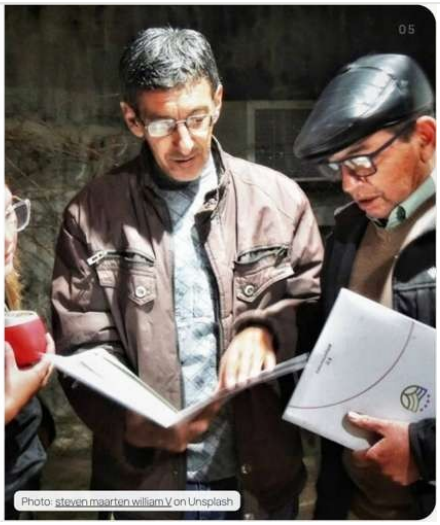


Photo: steven maarten william V on Unsplash

Slide 5

My notes

06

CRYSTALLIZATION

Differences are data.

1 **Expect disagreement**
A nurse and a manager may live the same process very differently.

2 **Keep the tension**
Do not average it away. Ask what it reveals.

3 **Report it**
Showing the contradictions makes findings more believable, not less.

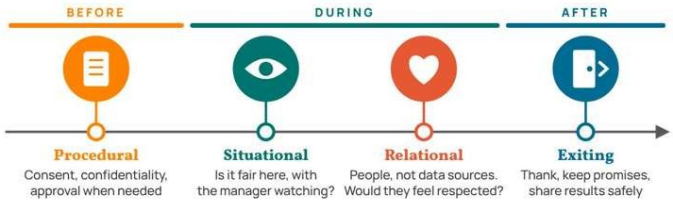
My notes

Slide 6

07

FOUR KINDS OF ETHICS

Why consent forms are only the start



Our own drawing, based on Tracy (2010).

⊕ Text version of this diagram

My notes

Slide 7