

Integrating Macro and Micro Perspectives Through Phenomenon Based Research

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Defining Terms

- **Micro level**
 - ◆ *specific to the individual*
- **Macro level**
 - ◆ *shared by the cultural group to which an individual belongs*
- **Mid level**
 - ◆ *shared by subgroups to which an individual belongs*

Defining Terms

- **Phenomenon**
 - ◆ an observable event or pattern of behavior
 - ◆ ***not*** a theory or an explanation
 - ◆ some examples
 - *customer loyalty*
 - *teen alcohol consumption*
 - *consumer cynicism*
 - *materialism*

Phenomenon-Based Research

- attempts to understand
 - ◆ *the **nature** of a phenomenon*
 - ◆ *potential **causes***
 - ◆ *concomitant **correlates***
 - ◆ *associated **outcomes***
- theory emerges from investigation
- existing theories may help develop understanding

Tools

- grounded theory
- survey research
- experimental research
- analysis of secondary sources

Conducting Phenomenon Based Research

1. Determine the nature of the phenomenon

Case study: materialism

Nature of the Phenomenon

- Originally studied by
 - ◆ *literature review*
 - ◆ *layperson descriptions*

————→ basic definition
- Materialism possesses 3 qualities
 - ◆ *possession-defined success*
 - ◆ *well-being dependent on acquisition*
 - ◆ *acquisition centrality*

Conducting Phenomenon Based Research

1. Determine the nature of the phenomenon
2. Lay out the possibilities
 - ◆ *possible causes*
 - ◆ *concomitant correlates*
 - ◆ *possible consequences*

Possible Causes

- genetic?
- microenvironment
 - ◆ *parenting*
 - ◆ *economic resources*
 - ◆ *educational resources*
 - ◆ *media exposure*
 - ◆ *etc.*

Possible Causes

- midlevel environment
 - ◆ *school and neighborhood peers*
 - ◆ *religion*
 - ◆ *etc.*

Possible Causes

- macroenvironment and institutions
 - ◆ *dominant media messages & images*
 - ◆ *economic system*
 - ◆ *economic trends*
 - ◆ *cultural worldview*
 - ◆ *education system*
 - ◆ *urbanization, loss of community*
 - ◆ *etc.*

Concomitant Correlates

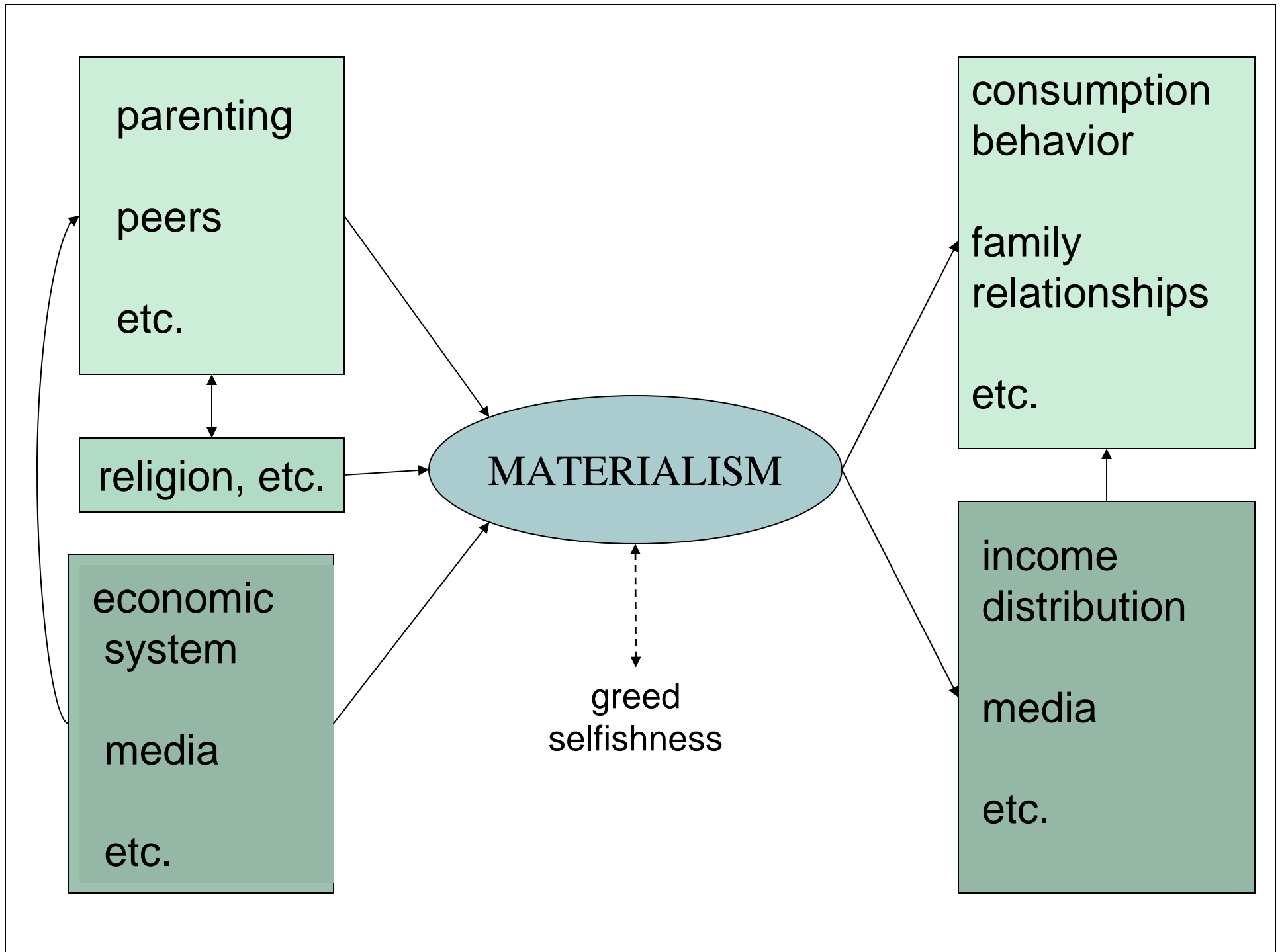
- trait cluster that accompanies materialism
 - ◆ *self-centeredness*
 - ◆ “greed”
 - ◆ ??

Possible Consequences

- micro level
 - ◆ *purchase behavior, conspicuous consumption*
 - ◆ *charitable giving*
 - ◆ *work habits and goals*
 - ◆ *time allocation*
 - ◆ *subjective well-being*
 - ◆ *etc.*

Possible Consequences

- macro level
 - ◆ *excessive consumption of resources*
 - ◆ *greed dominated political system*
 - ◆ *regressive tax structures*
 - ◆ *bimodal distribution of income*
 - ◆ *etc.*



Conducting Phenomenon Based Research

1. Determine the nature of the phenomenon
2. Lay out the possibilities
3. Identify an area of interest;
expand your model
4. Develop a plan of attack

Plan of Attack

- micro level causes
 - ◆ *grounded theory studies*
 - ◆ *survey research*
 - ◆ *longitudinal studies*
- micro level consequences
 - ◆ *above, plus*
 - ◆ *experiments*

Plan of Attack

- macro level causes and consequences
 - ◆ *single culture studies*
 - ◆ *cross-cultural studies*
 - ◆ *survey research & aggregate level historical data*

How to Publish

- plan for the long run
 - ID the foundations you need to lay
 - ◆ *measurement*
 - ◆ *analytical skills*
 - ◆ *data access*
- ID areas of most interest
- break into small but GOOD ideas
- start with the easy stuff
- execute well