WORKSHOP 1
THE APPLICATION OF GROUNDED THEORY IN THE ANALYSIS OF THE COMMUNICATION WITHIN AN ESTONIAN ORGANISATION

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ABSTRACT

Grounded theory method (GT) is a systematic methodology in the social sciences involving the discovery of theory through the analysis of data. It is mainly used in qualitative research, but is also applicable to quantitative data. Grounded theory method is a research method which operates almost in a reverse fashion from traditional social science research. Rather than beginning with a hypothesis, the first step is data collection, through a variety of methods. In the given paper the author's main subject of inquiry was the answer to the question associated with the Integration Foundation, Estonia, which belongs to the non-profit sector, yet governed by the state and more specifically, which is the employees' personal role awareness like. Grounded theory's methodology contributed to the understanding and expectations concerning the goals and content of the employees' work, satisfaction and motivation in the context of the organisation and how this is connected to their understanding of the role of the organisation in the society. The empirical material for the study was gathered by internal communication audit and later qualitative research based on focus groups and in-depth interviews. In addition, in some cases the results of the external communication audit were taken into consideration. Based on grounded theory, the key points are marked with a series of codes which are extracted from the text. The codes are grouped into similar concepts in order to make them more workable. From these concepts, categories are formed, which are the basis for the creation of a theory, or a reverse engineered hypothesis. This contradicts the traditional model of research, where the researcher chooses a theoretical framework, and only then applies this model to the phenomenon to be studied.

Key-words: grounded theory, focus groups, Integration Foundation-Estonia

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