



# IVEY

## Inductive Theory Building

**June Cotte**  
**R.A. Barford Professor of Marketing**  
**[jcotte@ivey.ca](mailto:jcotte@ivey.ca)**  
**@jcotte**

# Refresher on Induction

- Socrates via Aristotle- proceeding from particulars to universals
- Francis Bacon – detailed observation (using the senses) including cause and effect experiments
- Newton: “...rejected the idea of formulating hypotheses unsupported by evidence, that is hypotheses that were arbitrary.” (Harriman, 2002)
- “...science does not progress from going suddenly from total ignorance to omniscience.” (Locke, 2007)

# Induction and Theory Building

- “A problem sparked their interest. They had some preliminary hunches that suggested experiments to test them. The findings from verification tests to led to refinements of their conception, that in turn, pointed to further experiments.... ***Theory building is for the long haul, not for the short-winded.*** The formal version of the theory, that appears in print, is the distilled product of a lengthy interplay of empirically based inductive activity and conceptually based deductive activity.” Bandura, 2005

# Induction and Theory Building

- “Data collection, analysis and resultant theory generation has a reciprocal relationship, in that the researcher, rather than commencing with a theory that he or she attempts to verify, commences with an area of study and allows relevant theoretical conceptual constructs to emerge from the process.”  
Douglas, 2003

# Induction and Theory Building

- Locke's (2007) suggestions:
  - Start with valid philosophical axioms as the base
  - Develop a substantial body of observations or data
  - Formulate valid concepts
  - Look for evidence of causality and identify causal mechanisms
  - Tie in valid concepts from other sources and theories
  - Integrate the totality of findings and concepts into a non-contradictory whole
  - Identify the domain and boundary conditions for the theory
  - Make theory building careful, painstaking, and gradual

# An Ongoing Inductive Theory Example:

*Why do people gamble?*

*Started: 1995*  
*Completed: ???*



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Why do people gamble?

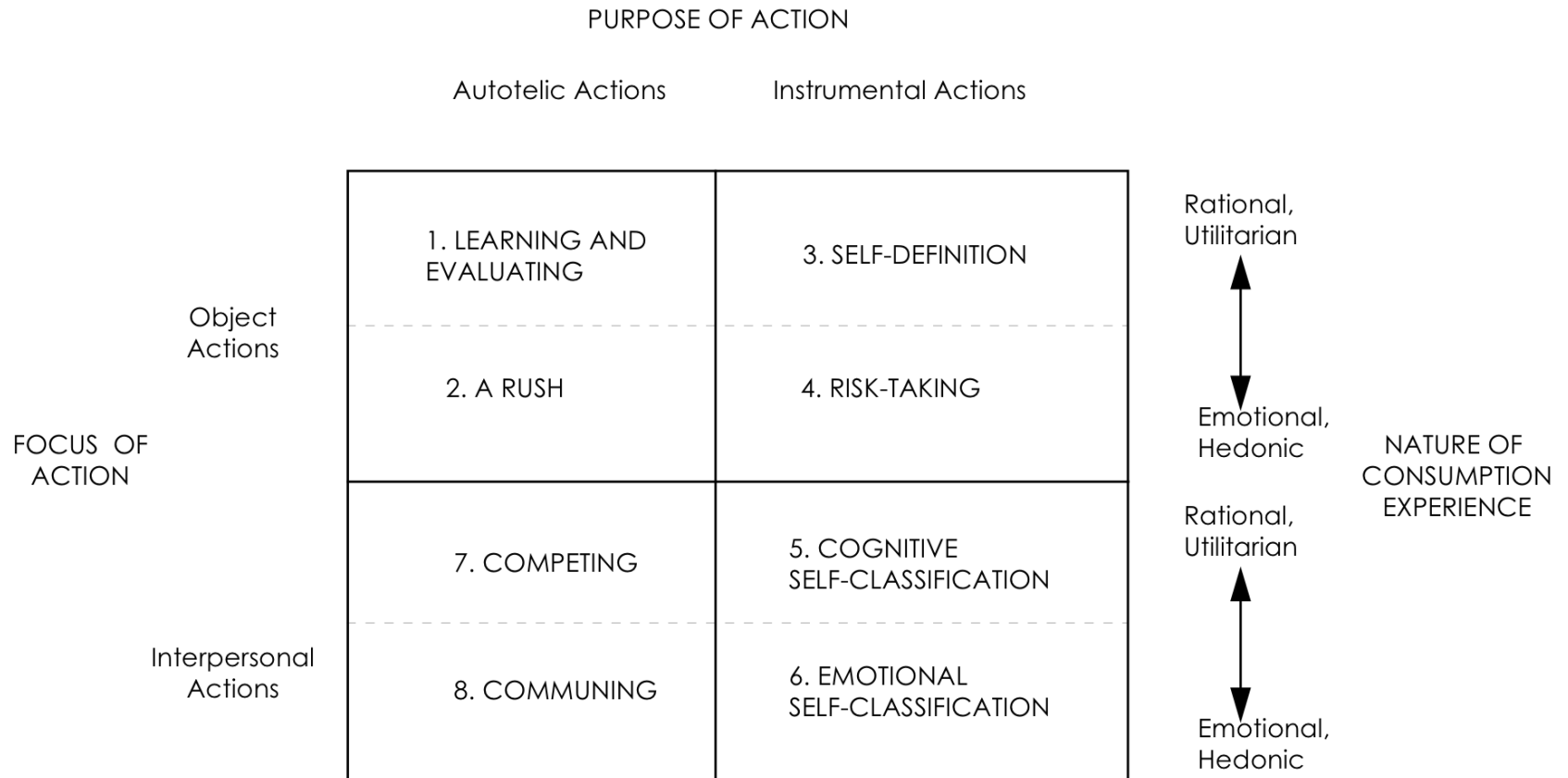
**Or, June walks into a casino...**

# The Beginning

- Early 1990s: Casinos popping up outside of Vegas. Many people who had never gambled suddenly began. Why?
- First exploration: ethnography. Six months (on and off) inside a casino. Field notes, observation, introspection, interview data. Very little initial reading in the specific literature of gambling, but well versed in CB theories of the day.
- Extensive study of data, iterated with immersion in existing gambling theory.
- Result: published ethnography with first “theory”; a typology of gambling motives.
- Context: Sole authored, maybe only “gambling as CB” researcher?



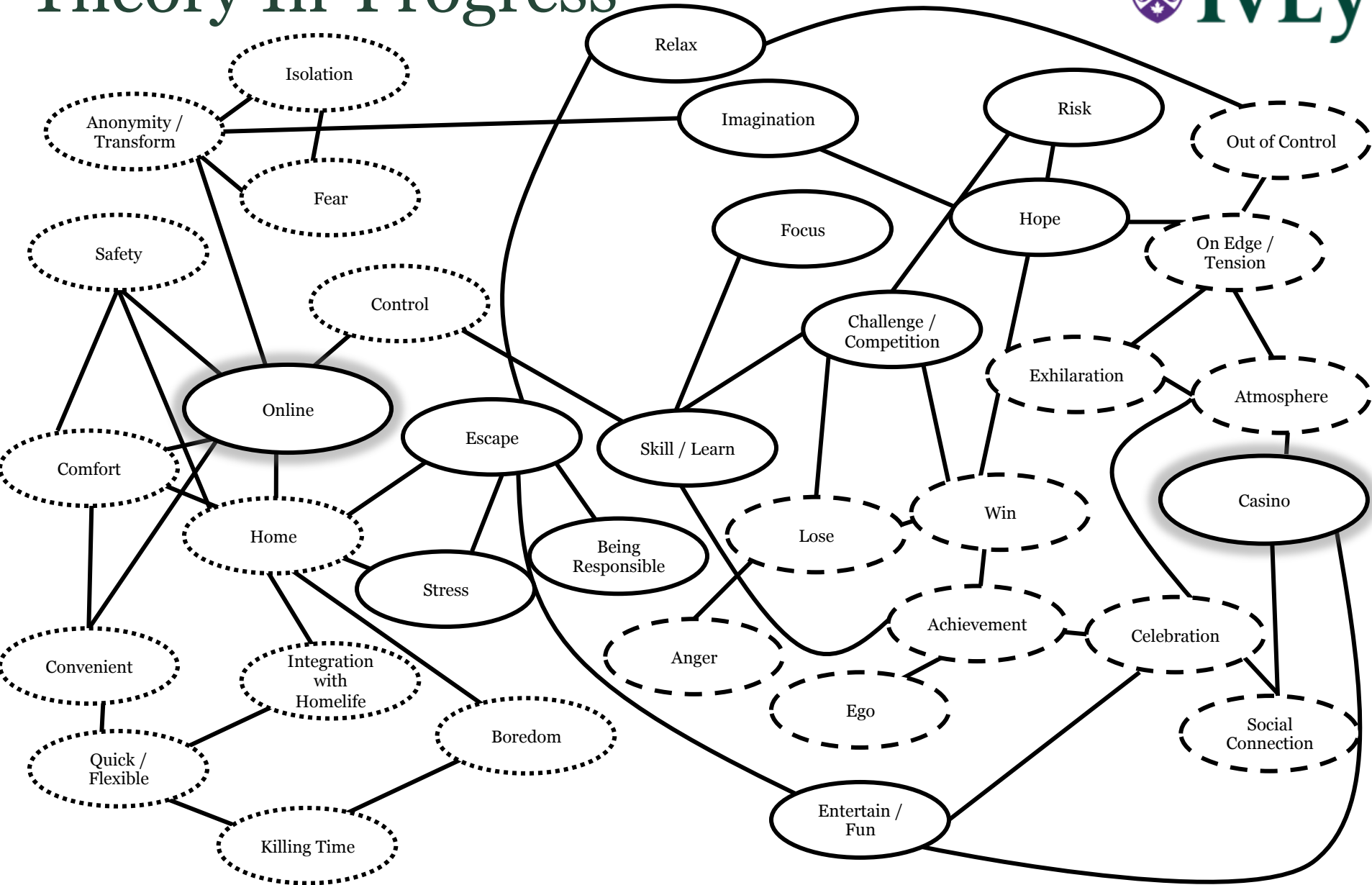
# Early Theory



# Moving on...

- Early 2000's: online gambling explodes. Many people who had never gambled suddenly began; many casino gamblers stopped attending and turned to online. Why?
- Massive data collection using ZMET. Casino gamblers as well as online gamblers (some who left casinos, some who had never been). In home, on campus, many hours of direct, image-based metaphor elicitation.
- Result: published article with first delineation of the experiential difference between gambling in public and in private –important boundary/contextual element. TCR book chapter on myth vs. reality (deduction vs. induction?) in gambling theory.
- Context: authored with Latour (then at UNLV) – opportunistic merging. About same time, Humphreys begins legitimization work (JCR).

# Theory In-Progress



# Moving on...

- About 2008 – Theo Noseworthy comes to work with me. Interested in contextual factors that could help mitigate problem gambling. What causes problem gambling (as a special form of gambling)?
- Experimental data collection begins. Theo and his colleagues study effects of environmental music on gambling behavior. He and I (and some others) begin to hone in on psychological dissociation as one precursor to problematic behavior. What can mitigate dissociation?
- Result: published article, some ACR work, some theory. But early work on dissociation led to neuro colleagues – data collection currently underway with gambling in the scanner – studying dissociation more closely.
- Context: Increasing policy interest, burgeoning group of consumer theorists on addiction.

# And now...

- 2010 or so... penny auctions capture attention. Approached by new colleagues (Robinson and Giebelhausen) because this seems like a form of gambling.
- Another round of extensive data collections and theorizing – interviews, ZMET, collective theory-building.
- Result: published article with theory of “shambling” – unique merging of shopping and gambling. Ongoing data analysis – empirical article still in progress.
- Context: public policy issues arising, practical understanding lacking. Asked to edit JBR special issue: *Gambling, Drinking or Smoking: Advancing Theory and Evidence*

# And so...

- “Why do people gamble?” has become:
  - Why do some people enjoy gambling, while others do not?
  - Why do some gamblers develop a problem or addiction, while others do not?
  - What role do context (e.g., family, peers) and environment (e.g. online) play?
  - Is there an effective public policy intervention?
  - What physical changes occur in the body and brain during gambling?
  - Can casino operators mitigate problem gambling without hurting revenue?
- More questions remain, and “the theory” continues to grow.

# References Used

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**THANKS!**