

### Quantitative Research

Focuses on the relationship between variables  
Analysis are based on statistical summary of data

### Importance of Qualitative Research

**ABM** determine proper time to open a branch, can help businesses strategize

**HUMSS** provide solutions to social problems, deal with societal behaviours and issues

**Engineers, Architects and Other builders** helps providing designs, create new materials and better procedures

### Characteristics of Quantitative Research

**Objective** seeks accurate measurement and analysis, not based on intuition and guesses, data are gathered before proposing conclusion

**Clearly Defined Research Questions** know in advance what are the questions needed, well defined and carefully designed

**Structured Research Instruments** questionnaires to collect measurable data

**Numerical Data** uses table, charts, graphs and figures.

### Characteristics of Quantitative Research (cont)

**Large Sample Size** uses large sample size to avoid bias in the results

**Replication** can be repeated for verification and confirmation

**Future Outcomes** if then scenarios can be made to predict future results

### Strengths and Weaknesses of Quanti

**Objective** Requires a large number of respondents

**Easily Understandable Data** Costly

**Numerical Data can be Analyzed** Information factors for interpreting results are usually ignored

**Replicable** Sensitive Information are hard to gather

Data from surveys might be inaccurate or incomplete

### Kinds of Quantitative Research

**Descriptive** describes characteristics of target population

**Correlational Research** measures two variables and understand the statistical relationship of it.

### Kinds of Quantitative Research (cont)

**Quasi-experimental** involves manipulation of variables but no random assignments of participants to certain conditions

**True Experimental** adheres to scientific design, has hypothesis, has variables that can be measured and done in controlled environment

Non-experimental  
Descriptive  
Correlational  
Experimental  
Quasi-experimental  
True experimental

### Types of Variables

**Independent** cause variable, changes on it affect dependent variable

**Dependent** outcome variable, changes on independent variable affects DV.

**Continuous** can be an infinite number on its value has two types.

**Discrete** has limited number of distinct values and cannot be divided into fractions

**Variable-** a characteristic that is subject to change and can have more than one value. Ex age, intelligence, motivation etc.

### Types of Discrete Variable

**Nominal Variable** no quantitative value, can be group or categorized

**Ordinal Variable** has categories that can be ranked.



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### Types of Continuous Variable

Interval	no clear definitions of zero, values have meaning
Ratio	clear definitions of zero, values have meaning

#### Example

Interval - temperature, IQ scores, Time  
Ratio - length, height, width

### Research for Daily Life(Research Ventures)

#### Type of Data Analytical Method

What is my research Problem? What statistical method will I use(mean,median,mode etc.)

What kind of Variables will I use? What research tools will I use?

What hypothesis will my research have?

### Things to consider when starting a research

Properly defining a research problem

Source of a problem(pressing issues and current events)

Wide reading and Film Criticism

Social Networking

Previous Research Findings

### Designing A research topic

Choose a broad topic interesting,significant and relevant to your field

Do preliminary research Do read journals, articles, past researches etc.

Define the problem list questions that you want to research,

Refine the question narrow down your question by limiting the population, place,-period etc.

### Research Title

contains the fewest possible words and enough to describe the whole paper without misleading the readers.

### Guide for writing research title

Determine what is needed to be accomplish in the study

One to two sentences that states the objectives

Include important keywords and variables

Shorten into a simpler phrase or a single word

Main thought of the study retained.

Coorrect grammar and punctuation errors.

Observe proper formatting

### Background of the study

is the part of your paper where you inform the reader of the context of the study.

### Research Gap

-missing information, can be other variables, conditions,populations etc.

### Background of the study guides

studies must not be discussed in full details

the length and depth background information depends on the amount of how much the reader should know

defining the topic and audience

Cites sources and put quotation marks in verbatim quotes

Keep your bg focused and balanced

should critical, consistent and logically structured.

### Difference of Research bg and introduction

Research Background	Introduction
In depth discussion on the topic	Preliminary data about your topic
No such mandatory format	End with your research questions, aims and objectives
Introductory part of paper with the purpose of relaying the importance of the research paper	More comprehensive and thoroughly discuss the studies mentioned in the bg of research

### Research Questions

General Research	derived from the research problem
Specific Research	anchored on the general research problem

### Types of research questions

Qualitative Research	Quantitative Research
how and why of things	"what" and exact quantifiable answer.

### Importance of Research Questions

key to the research study

research discussion begins and end in research questions

if research question is wrong, the study is also wrong

Research Questions - help to clarify and specify the research problem.



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### Characteristics of Good research Question

Feasible	can be done and possible
Clear	understandable and specific
Significant	contributes to an issue or to society
Ethical	consider welfare of people, animals and whoever involved in the study

### Scope and Delimitations

Scope	What to include, the coverage of the study
Delimitations	What to exclude, the factors not included and not will be dealt in the study.

### Components of Scope and Delimitation

Topic of the study
Objectives or problems to be addressed
Time frame
Locale of the study
Characteristics of the study
Methods and Research Instruments

### Differences of Delimitation and Limitation

Delimitations	Limitation
limitations that arose during the study	variables included before the conduct of the study

### Statement of the problem

- Gives the reader and user of the research important information
- Provides focus in the research
- shows the value of the statement.

### Guides in statement of the problem

Should be researchable	should not contain insufficient detail and information
Be important	not to general nor too specific
Indicate the type of research	
Clear	
include terms that are easily understandable	

### Definition of terms

- section where how the terms or words are used in study.
- must be alphabetical

### 3 ways of Writing Definition of terms

Conceptual	meaning attributed to the word and understood by many people
Operational	meaning of the concept/terms and how it is used in the study
Functions	rules and procedure the investigators will use

### Two types of research framework

Conceptual Framework	actual ideas, beliefs and theories that supports the study
Theoretical Framework	anchored on time-tested theories that relate to the findings of the investigation

### Research Framework

- structure or blueprint of the research plan
- Has two types

### Difference between research frameworks

Theoretical Framework	Conceptual Framework
broader, can be used in different studies	narrowed, directly related to a specific study
theory used already in the field	related concepts for specific study
presents one theory	synthesize two or more theories
already existing before conduct of the study	developed while planning and writing a specific research

### Review of Related Literature

- to find what is already known in the topic
- to give readers a critical overview of what you found out
- to find the gaps or missing info

### Steps in writing RRL

- Search for relevant literature
- Evaluate and Select sources
- Identify themes, debates and gaps
- Outline your literature review's structure
- Write it

### In text Citation and referencing Styles

American Psychological Association(APA)	education, psychology and sciences
Chicago Manual of Style(CMS))	business, history and the fine arts
Vancouver Style of Reference	Health sciences
Modern Language Association	Humanities



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### In-text Citation style

Chicago Style	usage of footnotes
Vancouver	number tracking, number refers to unique sources
APA	clear and consistent presentation, has certain guidelines that should be observed
MLA	brief parenthetical citation

### APA formatting

Author	Full Surname, Initials of first and middle
Title	Italicized the title
Copyright date	after author's name
Publishing date	usually after author's name too
More than one author	list them all down in the order they appear
More than three authors	use et al. after the first author
Anonymous	use the first name found
thesis, dissertations and other unpublished works	name of references written
Online materials	retrieved from is no longer necessary, only link is needed.



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