Quantitative Research

Why would Quantitative research be used in a research?

*Data collection procedures result primarily in numerical data which is then analyzed primarily by statistical methods

*QUAN research offers structured and highly regulated way of achieving a macro-perspective of the overarching trends in the world

*Test objective theories by examining relationship among variables

Qualitative Research

Why would Qualitative Research would be used during a research?

*QUAL researches explore to understand the meaning individuals or groups ascribe to social or human problem.

*QUAL research presents a flexible and highly context-sensitive micro-perspective of everyday realities of the world

*QUAL data collection procedures result primarily in open-ended non-numerical data which is then analyzed primarily by non-statistical methods

Characteristics of Quantitative Research

-numbers prior categorization

-variable rather than cases

-statistics

-standardize procedures

-quest for generalizability and universal laws

-Pre-determined

-Instrument based questions

-Number analysis

-Macro-perspective

-Prior categorization

-variable rather than cases

-statistics

-standardize procedures

-quest for generalizability and universal laws

-Validity

Characteristics of Quantitative Research (cont)

-Reliability

=Ability of instruments to produce content

~Factors affecting reliability:

1. Wording of question

a. avoid ambiguity

b. Do not assume respondents will guess what you mean

2. Physical setting

a. Adapt the same kind of setting for each measurement taken. (Ex: same place,time)

3. Nature of interaction

~Relationship between interviewer and interviewee can effect the results

4. Regression effect

a. too positive or too negative

b. Mood can effect the participants answers during the experiment

-Measurement validity refers to the meaningfulness and appropriateness of the interpretation of the test scores

~Face validity

~Content validity

~Concurrent and predictive validity

~Construct validity

-Example:Performance data, attitude data, observational data, census data

Advantages of Qualitative Research Method