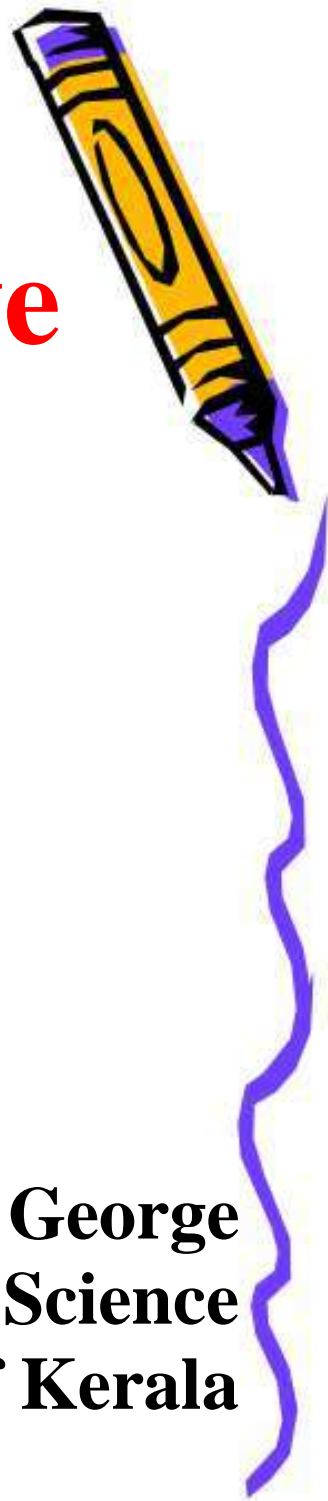


Quantitative and Qualitative Research



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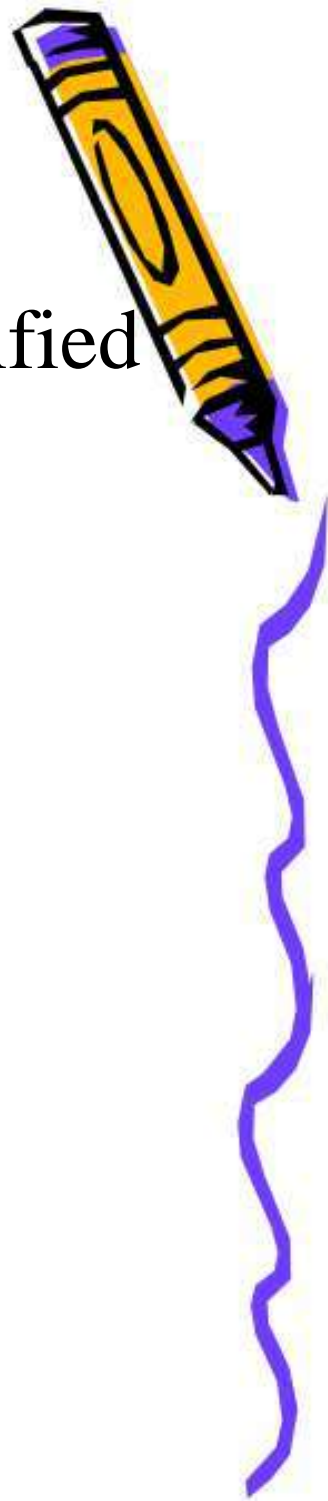


Quantitative and Qualitative Research

- The design of any study begins with the selection of a topic
- selection of design - based upon the problem of interest, resources available, the skills and training of the researcher, etc.
- A mix up of both can be used, in its pure form there exists many differences.

Quantitative Research

- empirical research inquiry into an identified problem
- based on testing a theory
- measurement with numbers
- analysis using statistical techniques
- provides a 'macro' view



Quantitative Research

- objectivity is important, thus it is value-free
- deductive in form
- theories and hypothesis can be tested
- generalization is the objective



Types of Quantitative Research

- Experiments: - experimental controls through randomized assignment
- Quasi-Experiments: - experimental controls through non-randomized assignment
- Surveys: - cross-sectional and longitudinal studies through questionnaire

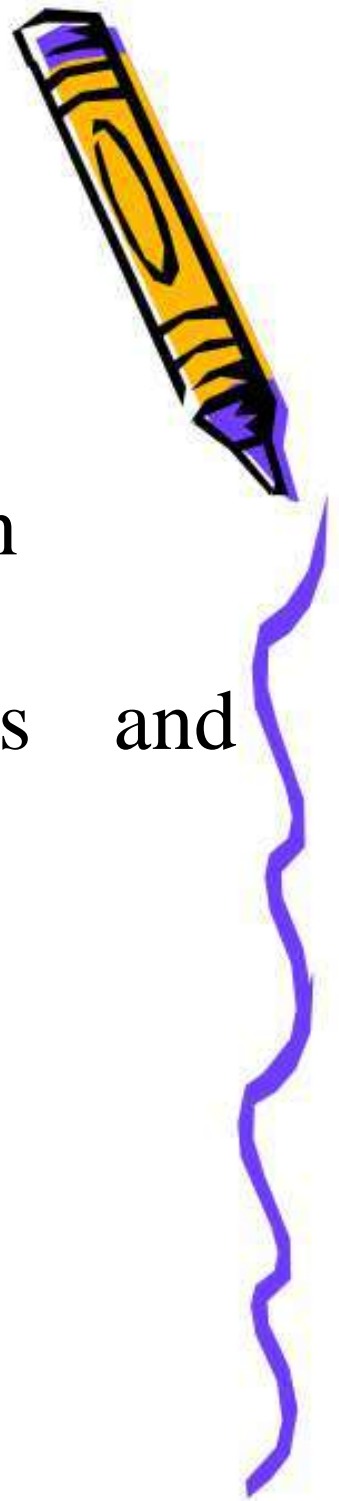


Qualitative Research

- conduct in a natural setting
- inductive in form
- interpretive in nature
- not based on a single methodology

Qualitative Research

- provides a ‘micro’ view of social phenomenon
- data in the form of words, narratives and descriptions
- attention on ‘quality’ rather than ‘quantity.’
- value-laden research



Major types of Qualitative Research

- Case Studies:- explores a single entity or phenomenon ('the case')
- Ethnographic Studies: - studies a group in its natural setting over a specific period of time
- Phenomenological Studies:- experiences are examined through the detailed description of the people being studied



