

WRITING A REFERENCE STRENGTHS AND WEAKNESSES OF QUANTITATIVE RESEARCH

Quantitative data is analysed using statistical methods. Strengths, Limitations but may also be gathered from written documents and through case studies.

The design of the study is determined before it begins. Longman Cheshire. Data Driven Quantitative research depends on data and involves testing a hypothesis, but it can miss contextual details. For example, to understand the influence of advertising on the propensity of purchase decision of baby foods parents of 5-year old and below of Bangalore, the researcher needs collect data from respondents. This method involves limited number of Quants supply and also involves complex disciplines which are hard to master. Qualitative research is multimethod in focus, involving an interpretive, naturalistic approach to its subject matter. Therefore, qualitative research is an interactive process in which the persons studied teach the researcher about their lives. Qualitative Research Method is more dependent on deriving the value of variables in their natural setting. For example, quantitative research allows a researcher to objectively detail evidence. Data collection is based on participants' meanings rather than a more objective collection of statistics. However, quantitative research also has disadvantages. Larger sample sizes enable the conclusion to be generalized. The impression of homogeneity in a sample may turn out to be fake in this method. Methods used to obtain quantitative data Experiments typically yield quantitative data, as they are concerned with measuring things. Strengths Because of close researcher involvement, the researcher gains an insider's view of the field. Data Analysis Statistics help us turn quantitative data into useful information to help with decision making. Research Methods for Business Students 5th ed. Time Consuming Quantitative and qualitative research both encompass planning before conducting or analyzing research. Qualitative research uses a descriptive, narrative style; this research might be of particular benefit to the practitioner as she or he could turn to qualitative reports in order to examine forms of knowledge that might otherwise be unavailable, thereby gaining new insight. Quantitative research is a lot more complex for social sciences, education, anthropology and psychology. Reasons being, either the officials have changed or the development scenario have changed from too effective to minimal effective or vice versa. The sampled population based on the probability distribution has to be calculated against the total females residing in the city e. Journal of Advanced Nursing, 62 1 , pp. McGraw Hill. The qualitative content analysis process. Handbook of Qualitative Research. Qualitative Research in Psychology, 3, 77â€” The researcher has several methods for collecting empirical materials, ranging from the interview to direct observation, to the analysis of artifacts, documents, and cultural records, to the use of visual materials or personal experience. The data via this method is collection by asking open ended questions and serving with the direct quotations.