

## Qualitative Research Methods

“QUALITATIVE RESEARCH METHOD CASE STUDY”

AND

“QUALITATIVE RESEARCH METHODS VS QUANTITATIVE RESEARCH  
METHODS”

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In Partial Fulfillment Of the Requirements Qualitative Research Method

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QUALITATIVE RESEARCH METHOD CASE STUDY

A case study is a research method common in social science. It is based on an in-depth investigation of a single individual, group, or event. Case studies may be descriptive or explanatory.

Qualitative case study is a research methodology that helps in exploration of a phenomenon within some particular context through various data sources, and it undertakes the exploration through variety of lenses in order to reveal multiple facets of the phenomenon (Baxter & Jack, 2008). In case study, a real-time phenomenon is explored within its naturally occurring context, with the consideration that context will create a difference (Kaarbo & Beasley, 1999).

In qualitative research, case study is one of the frequently used methodologies (Yazan, 2015). However, it still does not occupy a legitimate position as a social science research strategy, as it does not have well-structured and fully defined protocols (Yin, 2002), so novice researchers who intend to use this methodology usually become confused about what a case study really is and how it is different from other types of qualitative research methodologies (Merriam, 1998).

Qualitative case study methodology provides tools for researchers to study complex phenomena within their contexts. When the approach is applied correctly, it becomes a valuable method for health science research to develop theory, evaluate programs, and develop interventions. The purpose of this paper is to guide the novice researcher in identifying the key elements for designing and implementing qualitative case study research projects. An overview of the types of case study

QUALITATIVE RESEARCH METHODS VS QUANTITATIVE RESEARCH

METHODS

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The basic differences between qualitative research methods and quantitative research methods are simple and straightforward. They differ in:

if~ Their analytical objectives if~ Types of questions asked if~ Types of data collection instruments if~ Forms of data they produce, and if~ Degree of flexibility

ATTRIBUTES QUALITATIVE

RESEARCH METHOD

QUANTITATIVE

RESEARCH METHOD

Their analytical objectives Use semi-structured methods such as in-depth interviews, focus groups, and participant observation.

Use highly structured methods such as structured observation using questionnaires and surveys. Types of questions asked Open-ended questions are free-form survey

Close ended questions and its question types are

questions that allow respondents to answer in open text format so that they can answer based on their complete knowledge, feeling, and understanding. It means that the response to this question is not limited to a set of options.

critical for collecting survey responses within a limited frame of options. Closed ended questions are the foundation of all statistical analysis techniques applied on questionnaires and surveys.

Types of data collection instruments

Use semi-structured methods such as in-depth interviews, focus groups, and participant observation.

Use highly structured methods such as structured observation using questionnaires and surveys. Forms of data they produce

Descriptive Data Numerical Data

Degree of flexibility Participant responses affect how and which questions researchers ask next.

Participant responses do not influence or determine how and which questions researchers ask next.

When collecting and analyzing data; quantitative research deals with numbers and statistics; while qualitative research deals with words and meanings. Both are important for gaining different kinds of knowledge.

into the problem or helps to develop ideas or hypotheses for potential quantitative research. Qualitative Research is also used to uncover trends in thought and opinions, and dive deeper into the problem. Qualitative data collection methods vary using unstructured or semi-structured techniques. Some common methods include focus groups (group discussions), individual interviews, and participation/observations. The sample size is typically small, and respondents are selected to fulfill a given quota.

Quantitative Research

Quantitative Research is used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics. It is used to quantify attitudes, opinions, behaviors, and other defined variables and generalize results from a larger sample population. Quantitative Research uses measurable data to formulate facts and uncover patterns in research. Quantitative data collection methods are much more structured than Qualitative data collection methods. Quantitative data collection methods include various forms of surveys and online surveys, paper surveys, mobile surveys and kiosk surveys, face-to-face interviews, telephone interviews, longitudinal studies, website interceptors, online polls, and systematic observations.

Differences between Qualitative and Quantitative Research Methods

Qualitative Methods Quantitative Methods

Methods include focus groups, in-depth interviews, and reviews of documents for types of themes

Surveys, structured interviews & observations, and reviews of records or documents for numeric information  
Primarily inductive process used to formulate theory or hypotheses

Primarily deductive process used to test pre-specified concepts, constructs, and hypotheses that make up a theory  
More subjective: describes a problem or condition from the point of view of those experiencing it

More objective: provides observed effects (interpreted by researchers) of a program on a problem or condition  
Text-based Number-based  
More in-depth information on a few cases Less in-depth but more breadth of information across a large number of cases  
Unstructured or semi-structured response options

Fixed response options

No statistical tests  
Statistical tests are used for analysis  
Can be valid and reliable: largely depends on skill and rigor of the researcher

Can be valid and reliable: largely depends on the measurement device or instrument used  
Time expenditure lighter on the planning end and heavier during the analysis phase

Time expenditure heavier on the planning phase and lighter on the analysis phase  
Less generalizable More generalizable

Qualitative research is a methodology designed to collect non-numerical data to gain insights. It is non-statistical and unstructured or semi-structured. It relies on data collected based on a research design that answers the question "why".

Qualitative data collects information that seeks to describe a topic more than measure it. This type of research measures opinions, views, and attributes vs. hard numbers that would be presented in a graph or a chart.

Qualitative research methods usually involve first-hand observation, such as interviews or focus groups. It is market research usually conducted in natural settings, meaning that researchers study things as they are without

manipulationâ€” there are no experiments and control groups.

Qualitative researchers seek to delve deep into the topic at hand to gain information about peopleâ€™s motivations, thinking, and attitudes. While qualitative approaches bring depth of understanding to your research questions, it can make the results harder to analyze.

When to use qualitative vs. quantitative research

Quantitative data can help you see the big picture. Qualitative data adds the details and can also give a human voice to your survey results.

Letâ€™s see how to use each method in a research project.

Formulating hypotheses: Qualitative research helps you gather detailed information on a topic. You can use it to initiate your research by discovering the problems or opportunities people are thinking about. Those ideas can become hypotheses to be proven through quantitative research.

Validating your hypotheses: Quantitative research will get you numbers that you can apply statistical analysis to in order to validate your hypotheses. Was that problem real or just someoneâ€™s perception? The hard facts obtained will enable you to make decisions based on objective observations.

Finding general answers: Quantitative research usually has more respondents than qualitative research because it is easier to conduct a multiple-choice survey than a series of interviews or focus groups. Therefore it can help you definitely answer broad questions like: Do people prefer you to your competitors? Which of your companyâ€™s services are most important? What ad is most appealing?

Incorporating the human element: Qualitative research can also help in the final stages of your project. The quotes you obtained from open-ended questions can put a human voice to the objective numbers and trends in your results. Many times it helps to hear your customers describe your company in their own words to uncover your blind spots. Qualitative data will get you that.

How to balance qualitative and quantitative research These two research methods don't conflict with each other. They actually work much better as a team. In a world of Big Data, there's a wealth of statistics and figures that form the strong foundation on which your decisions can rest. But that

This kind of question will give your survey respondents clarity and in turn it will provide you with consistent data that is easy to analyze.

How to get qualitative data There are many methods you can use to conduct qualitative research that will get you richly detailed information on your topic of interest.

Interviews. One-on-one conversations that go deep into the topic at hand. Case studies. Collections of client stories from in-depth interviews. Expert opinions. High-quality information from well-informed sources. Focus groups. In-person or online conversation with small groups of people to listen to their views on a product or topic.

Open-ended survey questions. A text box in a survey that lets the respondent express their thoughts on the matter at hand freely.

Observational research. Observing people during the course of their habitual routines to understand how they interact with a product, for example.

However, this open-ended method of research does not always lend itself to bringing you the most accurate results to big questions. And analyzing the results is hard because people will use different words and phrases to describe their points of view, and may not even talk about the same things if they find space to roam with their responses.

In some cases, it may be more effective to go "full quantitative" with your questions.

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## Reference

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