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# Analysis of Qualitative and Quantitative Research Study

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PRITI<sup>1</sup>

## ABSTRACT

*In this research paper, the author briefly analyse the research process and research design. I go further in my study to discuss 2 major research methods- Qualitative and Quantitative. We compare both the methods by their data collection methods and sample sizes used for data collection and types of questions used in both types of data collection.*

To carry out research in best manner, some actions or steps are necessary. This is given by what we call the research process. We may now briefly analyse the research process and essentially the methods used to carry out the research which form part of the research design.

After the initial step in the research process which involves formulating the problem clearly, an extensive literature survey is carried out which includes referencing journals, reports, bibliographies, academic journals etc. The researcher then proceeds towards the action of developing a hypothesis for his research. A hypothesis should be carefully developed at this stage, which involves the process of finding facts and experimenting them to state it. He then moves towards determining and abstracting a research design for his study. This involves formulating a perfect structure for his research, so he should be able to determine the methods involved to be able to execute and thereby conclude his research efficiently and attain the required information. We go on to discuss 2 major research methods at this juncture, qualitative and quantitative.

Qualitative is a phenomenon based on qualitative techniques- we derive conclusions based on quality or type. The researcher has a prominent role to play and gets fully involved in the study. Whereas in quantitative, the phenomenon used is quantitative and involves quantity. This research involves the role of variables and independent and dependent variables can be understood while preparing a research design. Data is collected for quantitative study and this involves the use of scientific techniques. It tends to be objective, in contrast to what we see in a qualitative study. Modern day examines motivations and desires of human beings and is a study of behaviour of humans, as an example of qualitative study, contrary to the rating scales and objective answers in quantitative. Other dimensions of qualitative are measuring attitudes

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and opinions, which open the boundaries of exploration of this research.

Small samples can be used for qualitative research, although it is better to increase the sample size for obtaining results from the whole population. Larger sample size makes quantitative research more preferable. The differences between the two types of study do not end here.

With a pre-determined set of questions, by which the researcher decides to embark on quantitative study, the variation exists in the addition of follow-up questions. But in qualitative, the researcher can provide follow-up questions at any time during the process of data collection.

Survey questionnaires often have both type of questions. Quantitative differs from qualitative in that it contains yes/no type questions or those you can provide rating, whereas we can provide our own answers in rectangle box in qualitative.

After choosing an appropriate sampling design and having carried out the data collection, actual execution of the project takes precedence. This step further advances towards making generalisations after hypothesis testing. This will determine whether you have been successful in your thesis submission.

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