



Research Methodology

Fifth Session: Best Methodology for your research

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Outlines:

- Types of Research Methods
- Types of Quantitative
- Types of Qualitative
- Others



Types of Research Methods



Types of RM

- Quantitative
- Qualitative
- Mixed (qualitative and quantitative)
- Critical and action oriented



Quantitative vs Qualitative

- **Quantitative research**—is used to answer questions about relationships among measured variables with the purpose of explaining, predicting, and controlling phenomena. This approach is sometimes called the traditional, experimental, or positivist approach
- **Qualitative research**—is used to answer questions about the complex nature of phenomena, often with the purpose of describing and understanding the phenomena from the participants' point of view. This approach is also referred to as the interpretative, constructivist, or post positivist approach



Quantitative...

- ***Quantitative researchers*** usually start with a specific hypothesis to be tested, isolate the variables they want to study, control for extraneous variables, use a standardized procedure to collect some form of numerical data, and use statistical procedures to analyse and draw conclusions from the data



Qualitative

- ***Qualitative researchers*** often start with general research questions rather than specific hypotheses, collect an extensive amount of verbal data from a small number of participants, organize those data into some form that gives them coherence, and use verbal descriptions to portray the situation they have studied



Qualitative

- A **quantitative** study usually ends with confirmation or disconfirmation of the hypotheses that were tested
- •A **qualitative** study is more likely to end with tentative answers or hypotheses about what was observed. These tentative hypotheses may form the basis of future studies (perhaps quantitative in nature) designed to test the proposed hypotheses
- •In this way, **qualitative and quantitative** approaches represent complementary components of the research process – appropriate for answering different kinds of questions
- •As a result, we learn more about the world when we have both quantitative and qualitative methodologies



Quantitative vs Qualitative

Question	Quantitative	Qualitative
What is the purpose of the research?	<ul style="list-style-type: none">□ To explain and predict□ To confirm and validate□ To test theory	<ul style="list-style-type: none">□ To describe and explain□ To explore and interpret□ To build theory
What is the nature of the research process?	<ul style="list-style-type: none">□ Focused□ Known variables□ Established guidelines□ Predetermined methods□ Somewhat context-free□ Detached view	<ul style="list-style-type: none">□ Holistic□ Unknown variables□ Flexible guidelines□ Emergent methods□ Context-bound□ Personal view



Quantitative vs Qualitative

Question	Quantitative	Qualitative
What are the data like, and how are they collected?	<ul style="list-style-type: none"> □ Numeric data □ Representative, large sample □ Standardized instruments 	<ul style="list-style-type: none"> □ Textual and/or image-based data □ Informative, small sample □ Loosely structured or nonstandardised observations and interviews
How are data analysed to determine their meaning?	<ul style="list-style-type: none"> □ Statistical analysis □ Stress on objectivity □ Deductive reasoning 	<ul style="list-style-type: none"> □ Search for themes and categories □ Acknowledgment that analysis is subjective and potentially biased □ Inductive reasoning
How are the findings communicated?	<ul style="list-style-type: none"> □ Numbers □ Statistics, aggregated data □ Formal voice, scientific style 	<ul style="list-style-type: none"> □ Words □ Narratives, individual quotes □ Personal voice, literary style



Other Research Methods

- Action Research
- Case and Field Study Research
- Correlation Research
- Developmental Research

Methodology:

Quantitative, Qualitative, Mixed

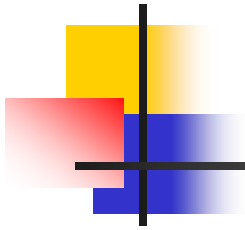
Action Research, Case and Field Study Research

Correlation Research, Developmental Research



Next Session :

Step 6: Find Your "Ping"



*"There is no way to get
experience except
through experience."*