

- Realistic about objectivity

## Qualitative research

### DIVERSITY OF APPROACHES:-

- Ethnography: Cultural perspective
- Phenomenology: Philosophy

How people experience phenomena in their consciousness

Being conscious of the phenomenon makes it real

- Grounded theory: Develop theories out of observations

Inductively derived theory

### Quantitative Research

- Quantitative research aims to quantify
- Quantification = to measure on some numerical basis
- Differs from *qualitative* research
  - Methods are tighter and more rigorous

### 2. How to do quantitative research

- Quantitative research requires a lot of planning
- Need to be aware of the various stages of the research process
- These are often sequential, but can also interact

### Stages in quantitative research

1. Identify area of interest

2. Formulate a research question or a hypothesis

- Hypothesis = expected outcome based on previous research

### 3. Establish a way to test that hypothesis

- I.e. design the study

### 4. Carry out a pilot study (a test run with a small sample)

### 5. Carry out the study (based on results of pilot study)

- Participants, materials, procedure, design

### 6. Analyse the results

### 7. Interpret the results

### 8. Communicate your findings

### Research designs

- First steps of research involve formulating a hypothesis and identifying variables to study
- A simple example
  - Hypothesis: *there will be significant positive relationship between participation in decision-making and perceived role clarity*
  - Independent (predictor) variable = participation
  - Dependent (criterion) variable = role clarity

### Crosssectional and Longitudnal research

### Reliability

how *consistent* (i.e. dependable/ reproducible/repeatable) the data is

i.e. How confident you are that the study will generate the same result when the questionnaire is repeated