

**TOPIC:-QUALITATIVE AND QUANTITATIVE  
RESEARCH  
4<sup>TH</sup> SEMESTER**

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# QUANTITATIVE RESEARCH

- Is often an iterative process whereby evidence is evaluated, theories & hypotheses are tested & technical advances are made.
- Three major types of quantitative research designs are :  
**EXPERIMENTAL, QUASI EXPERIMENTAL & PRE EXPERIMENTAL NON EXPERIMENTAL** research designs.

# QUALITATIVE RESEARCH

- Qualitative research designs aim at an in depth understanding of human behaviour & the reasons that govern human behaviour.
- Qualitative research is a field of inquiry that crosscuts disciplines and subject matter.

# COMPARISON OF QUANTITATIVE & QUALITATIVE RESEARCH

PARAMETERS	QUANTITATIVE RESEARCH	QUALITATIVE RESEARCH
GENERAL NATURE	Objective approach to seek precise measurement in numerical form	Subjective approach to seek in-depth description in narrative form
KNOWLEDGE OF STUDY VARIABLE	Variables are clearly understood & defined in advance by the researcher	Researcher may have only rough idea about variables in advance.



<b>PARAMETERS</b>	<b>QUANTITATIVE RESEARCH</b>	<b>QUALITATIVE RESEARCH</b>
<b>AIMS</b>	<b>To identify and count the variable to test or refine the theories and hypothesis</b>	<b>To collect complete, detailed description of variables to develop theories &amp; assumptions</b>
<b>RESEARCH PROBLEM</b>	<b>Problem is deductively reasoned, which does not change over the course of the study</b>	<b>Problem is inductively reasoned and is constantly re formulated during the course of the study</b>

<b>PARAMETERS</b>	<b>QUANTITATIVE RESEARCH</b>	<b>QUALITATIVE RESEARCH</b>
<b>PLANNING</b>	All aspects of the study are carefully designed before data is collected	The design emerges as the study unfolds.
<b>RESEARCH DESIGN</b>	Experimental, quasi experimental, pre experimental & non experimental	Phenomenology, Grounded theory, Ethnography, Case study & historical research

<b>PARAMETERS</b>	<b>QUANTITATIVE RESEARCH</b>	<b>QUALITATIVE RESEARCH</b>
<b>SAMPLE</b>	<b>Quantitative studies are conducted on large</b>	<b>Qualitative research studies are in depth studies &amp; therefore have small size samples. Thus, generalization of finding is generally not possible.</b>



<b>PARAMETERS</b>	<b>QUANTITATIVE RESEARCH</b>	<b>QUALITATIVE RESEARCH</b>
<b>DATA</b>	<b>Quantitative data is easier to collect, facilitates testing of hypotheses, but may mix contextual details</b>	<b>Qualitative data is richer, time consuming &amp; less generalizable</b>



<b>PARAMETERS</b>	<b>QUANTITATIVE RESEARCH</b>	<b>QUALITATIVE RESEARCH</b>
<b>METHODS</b>	<b>Researcher tends to remain objectively separated from the subject matter</b>	<b>Researcher tends to become subjectively immersed in the subject matter</b>
<b>ANALYSIS</b>	<b>Analysis of numerical data through descriptive &amp; or inferential statistics</b>	<b>Analysis of data such as words, pictures or objects through descriptive coding, indexing, narrations, integrative diagrams, thematic analysis.</b>