

SIMILARITIES BETWEEN QUALITATIVE AND QUANTITATIVE RESEARCH

Qualitative and quantitative research are important tools for a business. is vastly different from the other, similarities do exist between the two research tools.

A tale of two cultures: Qualitative and quantitative research in the social sciences. Internet Latent Corpus Journal, 6 1 , 1â€™6. It may, therefore, be tough for one to obtain the information that is obtained from the result as some people may find it tough to read through the long texts. Besides, the researcher can also enquire and exhaust more on the other related issues that might not have been planned for in the guidelines for the research. Besides, it is cumbersome to some people especially those who might be lacking in mathematical skills, and therefore they might not be able to interpret the results accurately, and hence this kind of method might not be well suited to all people. Ritchie, J. Lewis, S. Bryman, A. Many of the researchers, therefore, avoid using the quantitative methods as they require one to be well versed with such sophisticated skills. One is only required to be well versed with the reading skills and the understanding of the language used in writing the document. Looking at both lists we recognise the standards of science itself, to which we should add that both methodological approaches are concerned with ethical and citizenship issues. Neri de Souza, F. If you wanted to know which emotion the photo evoked the most, then quantitative research would be the most important. Goertz, G. Social Research Methods 4th ed. The given research method is therefore well suited for the research in relatively smaller areas or in cases where a small data is needed otherwise it might be very expensive to finance the research. This is because the quantitative methods of data collection do not give the researcher an opportunity to seek for further clarifications from the respondents. For instance, a questionnaire can be utilized to gather a significant data in the particular area of research which will then give a good representation of the majority of the targeted population might be captured. This is because in this type of research the researcher is given an opportunity to get into an actual contact with the respondents and hence giving him a chance to seek for clarifications on the responses that might not be clear. Silverman, D. It is, therefore, easier to transmit an error in the data while using the quantitative method especially in the case of significant data. The quantitative research method is more suitable for use with a significant data while the qualitative research method can be applied in a small data size. Whether the research is for marketing purposes or to determine future possible growth, research helps a business plan its course. To ensure that the research is limited to the variable the researcher must make sure that he adequately plans for the activities to be conducted in the research. The inherent difference in the application of these two reach methods is mainly attributed to the different methods in which data is represented in each of the methods. This is a key similarity between the two. After the analysis and representation of the collected data, while using the quantitative method, the methods used in presenting the data makes it easier to be interpreted by the viewers to understand their meanings by just looking at them. This is because they take a shorter time and hence this might not be inconveniencing to the respondents. The use of this method will also involve the application of complex mathematical formulas, and hence many of the researchers might avoid getting into such dilemmas and give very shallow details on the points being illustrated. In spite of the differences in the two approaches, they also have similar traits which I exhibited in both of them some of the mentioned similarities are; both of them are influenced by the researcher, both can a limited to specific variables, and they can be applied to both phenomenon. The two research methods, qualitative and quantitative are invariably used by the researchers in reporting the findings of their studies. The SAGE handbook of applied social research methods.