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Quantitative data are more credible reliable and useful than qualitative data

Quantitative data are more credible reliable and useful than qualitative data brainly. Quantitative data are more credible reliable and useful than qualitative data true or false.

Instant access to the response in our app And millions of more 4U responses without ads Get smarter, download now! or View some ads and unlock the response on the site We explore the methods of collecting quantitative data and the pros and cons of each to help you decide which method to use for your next quantitative study. Fully functional online survey tool with various types of questions, logic, randomization and reporting for an unlimited number of responses and surveys. There are many ways of classifying research methods, most of which fall into the qualitative or quantitative field. Qualitative research uses non-measurable data sources and relies mainly on observational techniques to obtain information. It is used primarily to answer questions that begin with "why?" and "how?". Examples of qualitative data collection methods include focus groups, observations, written recordings, and one-on-one interviews. Quantitative research presents data in numerical format, allowing researchers to evaluate and understand them through statistical analysis. It answers questions such as "who", "when?" "what?" and "where?" Common examples include interviews, surveys and case studies/document review. Generally, quantitative data tell us what the respondents' choices are, and qualitative data tell us why they made those choices. Once you have determined the type of research you want to undertake, it is time to choose a method of data collection. Although methods of quantitative and qualitative collection often overlap, this article focuses on methods of quantitative data collection. The Nature of Quantitative Observation Because quantitative observation uses numerical measurement, its results are more accurate than qualitative observation methods, which cannot be measured. In order to ensure accuracy and consistency, an appropriate sample size for quantitative research should be determined. A sample should include a sufficient number of interviewees to make general observations that reflect as much as possible the entire population. The more credible the sample size, the more significant are the insights that the market researcher can draw during the analysis process. Surveys Quantitative surveys are a data collection tool used to gather precise responses from individuals and groups. Question types mainly include categorical questions (e.g. "yes/no") and intervals/reports (e.g. rating scale, Likert scale). They are used to gather information based on behaviours, characteristics, or opinions, and demographic information such as gender, income, employment. Surveys are traditionally conducted on paper and pen, but nowadays they are commonly found online, which is method more convenient. When using Surveys are the ideal choice when you want simple and fast feedback that easily results in statistics to analyze. For example, '60 % of respondents believe that the price is the most important factor in purchasing decisions.' Advantages Speedy Collection: Easy to use, use,Long surveys are quick to complete and online answers are immediately available. Broad reach: Online survey invitations can be sent to hundreds of potential respondents at a time. Targeted interviews: Using online panels, you can identify the right respondents for your study based on demographic data and other profiling information. Disadvantages Less detail: Surveys often collect less detailed responses than other forms of collection, due to the limited options available to respondents. Design-dependent: If the survey design is not effective, the quality of responses will be reduced. Potential distortion: If respondents feel compelled to answer a question in a particular way for social or other reasons, this reduces the accuracy of the results. Interviews Quantitative interviews are like surveys in that they use a question-and-answer format. The main difference between the two methods is the registration process. In interviews, respondents are read by an interviewer who records their responses, while in surveys the interviewee reads each question and answers themselves, recording their response. For quantitative interviews to be effective, every question and answer must be asked the same way to each interviewee, with little or no input from the interviewer. When to Use Quantitative interviews work well when the market researcher is conducting fieldwork to explore potential interviewees. For example, approaching the buyers of a certain product in a supermarket. Benefits Greater responsiveness: potential respondents are more likely to say "yes" to a market researcher in person than other ways, such as by phone. Clearer understanding: Interviews allow respondents to search for a ranking from the interviewer if they are confused by a question. Shorter downtime: The market researcher can collect data as soon as the interview is conducted, rather than wait for the respondent's response. Disadvantages Interviewer Effect: Having an interviewer ask questions to the respondent risks influencing the way the respondent responds. Time consumption: Interviews usually take longer to complete than other methods, such as surveys. Less control: Interviews have more variables, such as tone and rhythm, which could affect the quality of the data. Published case studies and online sources are secondary data forms, i.e. data already prepared and compiled for analysis. Case studies are descriptive or explanatory publications describing specific individuals, groups or events. While case studies are conducted using qualitative methods such as observation and the unstructured interview, researchers can collect published statistical data from these sources to obtain quantitative information. Other forms of secondary data include journals, books, journals and government publications. When to use Secondary data collection methods are most appropriate when the market researcher is is is A topic that already has ample information and data available and is looking for additional in-depth information for driving. For example, a study on caffeine consumption habits could attract statistics from existing medical cases. Advantages Harvest plus easy: as the secondary data are readily available, it is relatively easy to collect for further analysis. More credibility: if collected by respectable sources, secondary data can be trusted as accurate and quality. Less expensive: secondary data collection often costs much less than when the data were collected mainly. Disadvantages Different backdrop: secondary data collected will not necessarily be aligned with the questions or search objectives of the market researcher. Limited availability: the amount and detail of secondary data available for a particular search topic is varied and not reliable. Less control: Because secondary data is originally collected externally, there is no control over the quality of the data available on a topic. Quantitative takeaway searches produce more accurate and significant intuitions for analysis. Surveys are a common form of quantitative data collection and can be created and completed online, making them a convenient and accessible choice. However, they must be well designed and performed to ensure accurate results. The interviews are the ideal choice for collecting data in person and can improve the understanding of answering questions. The time and potential interview are the disadvantages to this method. Secondary data collection is a relatively quick and inexpensive way to collect additional information for research, but there is limited control over the context, on availability and data quality. Many people who are slightly snobs when talking about research would say that quantitative research is much more scientific and therefore much better than qualitative research. In this blog, he will examine if they have a point or not. It started with a rapid definition of them both. Quantitative search is the empirical investigation of the research application using scientific methods. The results collected are numeric and can therefore be analyzed statistically to respond to the hypothesis. A qualitative research is made on a much more individual base. It is the analysis of social phenomena and statistics are not used at all. Researchers instead will examine biographies, interviews, case studies and try to understand why people act as they do. I can see why some people insist on quantitative research is better than qualitative research. One reason for this is that it is more scientific. A large amount of data is collected and therefore statistically analyzed. This allows very little prejudice, and if 100 researchers performed data that would always end with the same numbers at the end of it. The researcher also has more control over how the data is collected and is more distant from the experiment. However, in quality, the researcher is often person doing the interview or involved in some other way. This does not allow them to get the outside perspective from doing quantitative research. There is also more bias involved in qualitative research. This is because most of the results come from the researcher's interpretation of the data. This doesn't seem all that accurate - two different people watching the same interview could interpret it in two very different ways, depending on their mood, personality, shadowing and a huge number of other factors. Think of our seminar groups! Everyone had a different idea for the friendship spoken in the interview. On the other hand, there are ways in which the quantitative method is not so good. Yes, there is no bias in statistical analysis, but since researchers are trying to answer their hypothesis, it affects the way they look at the results and what parts of the results are present. Just because the statistics are the same, it doesn't mean that two researchers write the same report and use the same figures. It is true that prejudice plays a major part of the qualitative method, but researchers know it. Often many different people will watch the same interview and compare how they interpreted it and get the final results from that comparison. This removes much of the problem of prejudice that I mentioned in the last paragraph. We must also consider that some research questions are much more suited to the qualitative method and others to the quantitative method. You wouldn't have investigated the effect of video games on reaction times qualitatively, for example. So, in conclusion, I would say that neither method is "the best." Both have their advantages and disadvantages, and they are both still very useful for research. Quantitative may be more scientific, but I personally don't think that makes it any better. What do you think? Published by Emilyjchurchill on 25 November 2011 11/25 / IS-QUANTITATIVA-Research-Better-Than-Qualitative-Research /

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