**2nd Reflection**

**- Quantitative and Qualitative Research Methods**

**SEPT. 8, 2020**

**Arvin (wen zhaoxian)**

Assumptions Underlying Quantitative Methods :

1. Reality is objective, meaning is : reality is something that can be studied objectively;
2. The values of the researcher do not interfere with ,research is value-free
3. deductive forms of logic (from general statement to specific situation) and theories and hypotheses are tested in a cause-effect order

Goal:

Is to develop generalizations that contribute to theory that enable the researcher to predict, explain, and understand some phenomenon (social reality)

Quantitative Research Methods :

Include:

1. EXPERIMENT ------True experiments are characterized by random assignment of subjects=respondents (random sampling) to experimental conditions and the use of experimental controls
2. QUASI-EXPERIMENT -----Quasi-experimental studies share almost all the features of experimental designs except that they involve non-randomized assignment of subjects to experimental conditions.
3. SURVEY Research ---- Surveys include cross-sectional and longitudinal studies using questionnaires or interviews for data collection with the intent of estimating the characteristics of a large population of interest based on a smaller sample from that population.

Qualitative Research Methods :

Include:

**1. Ethnographic Research**  ----Ethnographic research is probably the most familiar and applicable type of qualitative method.

In ethnography, you immerse yourself in the target participants’ environment to understand the goals, cultures, challenges, motivations, and themes that emerge.

Ethnography has its roots in cultural anthropology where researchers immerse themselves within a culture, often for years!

Rather than relying on interviews or surveys, you experience the environment first hand, and sometimes as a “participant observer.”

**2. Narrative Research** -----The narrative approach weaves together a sequence of events, usually from just one or two individuals to form a cohesive story.

You conduct in-depth interviews, read documents, and look for themes; in other words, how does an individual story illustrate the larger life influences that created it.

Often interviews are conducted over weeks, months, or even years, but the final narrative doesn’t need to be in chronological order.

Rather it can be presented as a story (or narrative) with themes, and can reconcile conflicting stories and highlight tensions and challenges which can be opportunities for innovation.

**3. Phenomenological** ------When you want to describe an event, activity, or phenomenon e.g. panic or anxiety or fear because the pandemic, the aptly named phenomenological study is an appropriate qualitative method. (no hypothesis testing)

You use a combination of methods, such as conducting interviews, reading documents, watching videos, or visiting places and events, to understand the meaning participants place on whatever’s being examined.

You rely on the participants’ own perspectives to provide insight into their motivations.

Like other qualitative methods, you don’t start with a well-formed hypothesis. (no hypothesis)

In a phenomenological study, you often conduct a lot of interviews (3-5-10 participants), usually between 5 and 25 for common themes (ideas, answers to questions), to build a sufficient dataset to look for emerging themes and to use other participants to validate your findings

1. **Grounded Theory ------(pass , too difficult for us now)**
2. **Case Study -----**A case study (one or two schools; 1 or 3 or 5 people) involves a deep understanding through multiple types of data sources.

Case studies can be explanatory, exploratory, or describing an event.

Criteria of Qualitative and Quantitative Research :

Include:

More impotant :

|  |  |  |
| --- | --- | --- |
| **Criteria** | Qualitative Research | Quantitative Research |
| Focus | Wide-angle lens; examines the breadth & depth of phenomena. | Narrow-angle lens; tests a specific hypotheses. |
| Nature of Observation | Study behavior in a natural environment. | Study behavior under controlled conditions; isolate causal effects. |