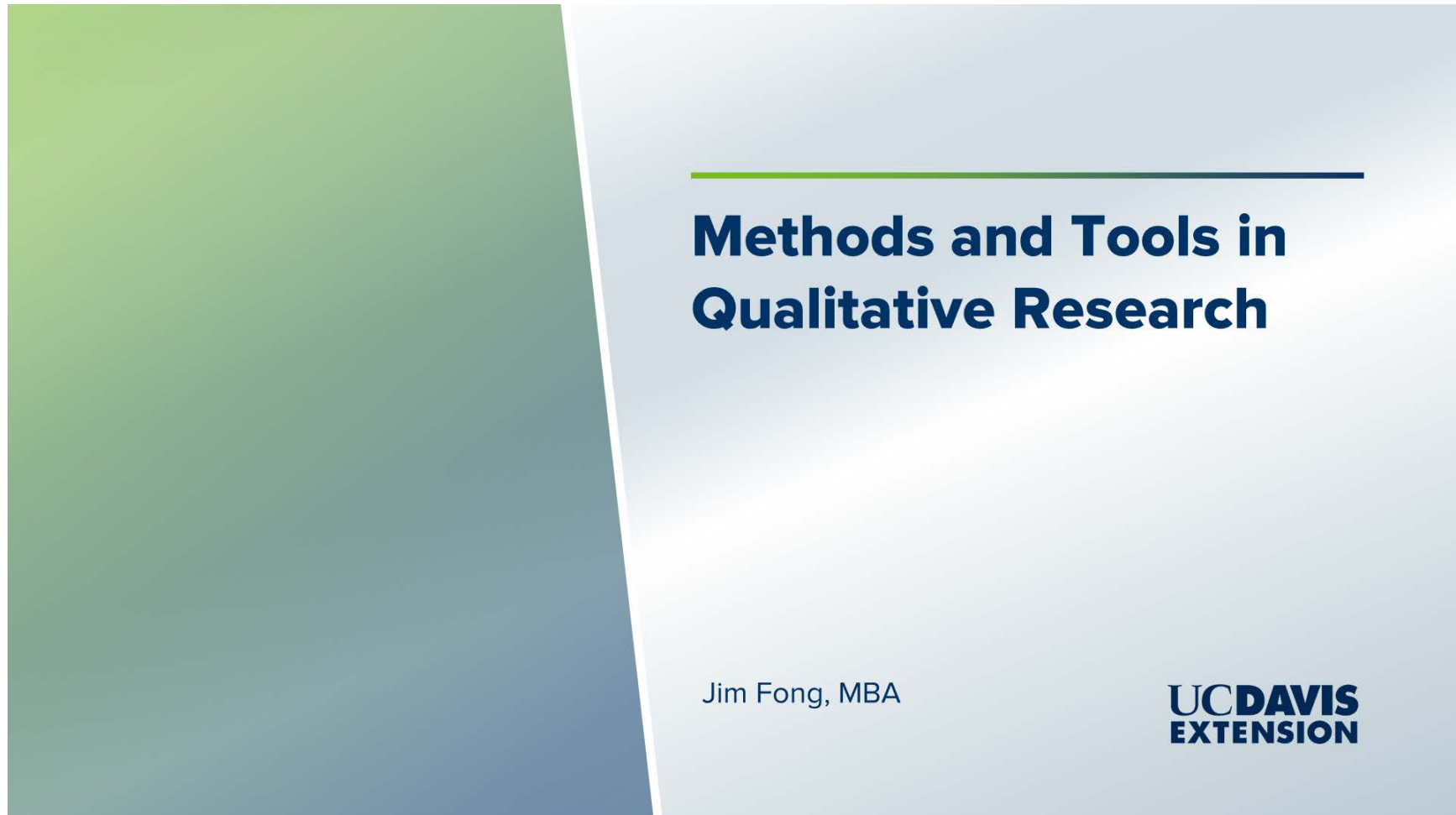


Lesson 3.7: Methods and Tools in Qualitative Research

Slide 1: Methods and Tools in Qualitative Research

The slide features a light blue background with a green-to-blue gradient on the left side. A horizontal line, colored green on the left and blue on the right, is positioned above the title. The title "Methods and Tools in Qualitative Research" is written in a large, bold, dark blue font. Below the title, the text "Jim Fong, MBA" is displayed in a smaller, dark blue font. In the bottom right corner, the "UC DAVIS EXTENSION" logo is shown in a bold, dark blue font.

Methods and Tools in Qualitative Research

Jim Fong, MBA

**UC DAVIS
EXTENSION**

Slide 2: Learning Objective

Learning Objective

Choose appropriate methods and tools for your research

Slide 3: Compare and Contrast Quantitative and Qualitative Research

Compare and Contrast Quantitative and Qualitative Research



Quantitative can be turned
into statistics

Qualitative explores thoughts,
feelings and opinions

Slide 4: Characteristics of Qualitative Research

Characteristics of Qualitative Research

Open-ended questions
probe feelings on product

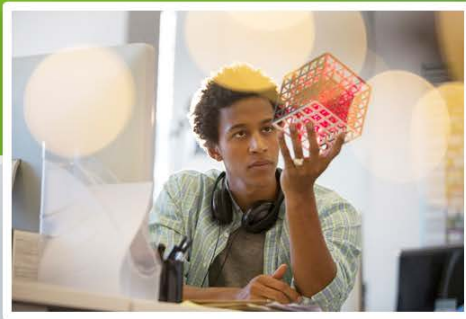
How can product be
improved?

Useful to spot new ideas,
concepts or trends



Slide 5: Various Qualitative Techniques

Various Qualitative Techniques



Observation



Interviews and
focus groups



Monitoring
social media

Slide 6: Focus Groups

Focus Groups



Capture real life discussion
Uses group interaction process
Requires a skilled
moderator/planner

Slide 7: In-Depth Interviews

In-Depth Interviews



Use when expert opinions needed

Used with business leaders
or experts

Can be in person or by phone

Structured, semi-structured
or unstructured

Slide 8: Qualitative Research is Exploratory

Qualitative Research is Exploratory



Use when you're not ready to quantify yet

Seeking segmentation differences not numbers

Aiming to pre-identify ideas, problems or solutions

Slide 9: Flexibility of Small Sample Size

Flexibility of Small Sample Size

You're not tracking
error margin

Looking at beliefs,
behavior, perceptions,
and needs

Potential new directions
for research



Slide 10: Presidential Election Example

Presidential Election Example

Building on values and opinions

No definitive answer; or answer may change

Just because you can quantify doesn't mean you should

Slide 11: Qualitative Can Fit Many Places in Plan

Qualitative Can Fit Many Places in Plan



Before, after or in tandem with quantitative research

Typical path puts qualitative first

But, quantitative can call for qualitative follow-up

Slide 12: What Drives Decisions?

What Drives Decisions?



Different qualities and
attributes of data sought

Constraints of cost and time
Trade-offs of strengths and
weaknesses

Slide 13: Summary

Summary

Time to make some choices!