

# PRACTICAL RESEARCH 1

## Second Semester

Third Quarter-Module 7

### Importance of Qualitative Research

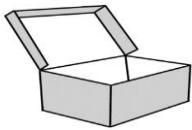


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## What I Need to Know

A pleasant day Senior High School Students! In this lesson, you are going to learn how to:

### illustrate the importance of qualitative research across fields

You can say that you have understood the lesson in this module if you can already:

1. describe the importance of qualitative research;
2. describe the kinds of research across fields of study; and
3. distinguish qualitative and quantitative approach.



## What I Know

List the things that you know about research and its importance on the first column. On the second column, list the things that you wanted to know about research and the importance of it.

<b>What I know</b> about research and the importance of research	<b>What I want to know</b> about research and the importance of research



## Lesson 1

# Importance of Qualitative Research



## What's In

In the previous discussion we studied about describing characteristics, strengths, and weaknesses and kinds of qualitative research. Hence, I want you to analyze the following questions before you proceed on the next topic to see if you can still remember what you've learned?

Let us see if you could do the tasks below as directed.

In your own words, do the following:

What I <b>know</b> about the type of qualitative research and their strengths and weaknesses	What I <b>want</b> about the type of qualitative research and their strengths and weaknesses	What I <b>learned</b> about the type of qualitative research and their strengths and weaknesses





## What's New

### A. Before Reading Activity

Open this link <https://www.youtube.com/watch?v=ZgJvhK-R4ss>, watch and listen carefully: Nature and Importance of Research in our daily life.

### B. During Reading Activity

Focus on the information that the speaker is discussing

### C. After Reading Activity

Listen carefully and answer the following questions to see if you understand what is it all about.

1. Why is there a need to conduct research?

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2. As a SHS student, do you think you still need to research? Justify your answer.

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3. What are the main features of qualitative research?

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4. What is the significance or importance of research in our daily life?

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## What is It

Dear learner, you are about to be done with the study you are conducting. In today's modules, you will learn about the importance of research in our daily life. Perseverance is a necessary skill to accomplish what you set out to do and not to be discouraged by small failures. More importantly, this skill cannot be learned by just readings; these are skills that are formed only by doing—something that the researchers can indelibly process to assist individuals.

### Defining Research

Different books, articles, and people define research differently, ranging from specific to general. Research is a systematic process of collecting, analyzing, and interpreting information in order to increase our understanding of a phenomenon about which we are interested or concerned (Leedy & Ormrod, 2013). Research pertains to any systematic investigations of any natural facts where the conclusions are aimed at contributing to generalizable knowledge. In other words, research is a systematic, objective and creation knowledge.

### What is Qualitative Research?

Let us consider some definitions from the experts:

**Qualitative Research** is a form of social inquiry that focuses on the way people interpret and make their experiences and the world in which they live. Researchers use qualitative approaches to explore behavior, perspectives and experiences of the people they study. The basis of qualitative research lies in the interpretative approach to social reality (Holloway, 1997, p. 2).

It is a multimethod in focus, involving an interpretive, naturalistic approach to its subject matter. This means this study applies things in natural setting, attempting to make sense of, or interpret phenomena in terms of the meanings people bring to them, and interview. It also involves the studied use and collection of a variety of empirical materials – case study, personal experience, introspective, life story, interview, observational, historical, interactional and visual texts – that describe routine and problematic moments and meanings in individuals' lives (Denzin, NK & Lincoln, YS, p. 2).

Moreover, a qualitative research is often used in exploring new ideas or explaining concepts in greater depth. Here you are more concerned about the depth of the understanding rather than the breadth of the reality's magnitude in which the analysis should be grounded in the experience of the people you study. Some salient features of this approach are *assumption, collected, qualitative, sample and discipline or subjects*.



## **Research Approaches (Qualitative and Quantitative)**

<b>Approach</b>	<b>Qualitative</b>	<b>Quantitative</b>
Assumption	Interpretivist, subjective reality	Post-positivist, objective reality
Data Collection	Case studies, interviews, observations, focus group discussions	Survey, datasets, Likert scales, census
Data Analysis	Patterns, interpreting ideas, coding themes, understanding	Means, percentages, cross-tabulations, correlation, statistics
Sample	Small, non-random	Large, representative
Discipline	Anthropology, political science, communications	Economics, psychology, public policy

### **Limitations of Qualitative Research**

1. Subjectivity is inherent
2. Labor Intensive
3. Misunderstanding of Novices
4. Time Intensive
5. Limited Generalizability

### **Approaches of Qualitative Research Designs**

1. **Ethnography** in which an entire culture is studied by an outsider. Although ethnography was initially concerned with geographic location and ethnicity, the definition has expanded to include pretty much any organization or group, allowing for the study of a particular organization's culture. For example, one way of uncovering the unmet needs of customers is to "follow them home" and observe them as they interact with the product. You don't come armed with hypotheses to necessarily test but rather, you're looking to find out how a product is used. (Sauro, 2015). It is an effort to describe and analyze all or part of the culture of a community by identifying and describing participants' practices and beliefs.

*Illustrative example;*

1. A case study of parents/guidance involvement on parent teacher conference at Marikina High School.
2. A psychological case study with extensive notes based on observations and interviews with OFWs.



**2. Phenomenology** - can be considered a philosophical approach in undertaking qualitative research. The goal of phenomenology is to understand how others view the world, and how this view may vary from commonly held views by focusing on a person's subjective interpretations of what she experiences. The purpose is to describe or to investigate a phenomena through experience. Thus, how people experienced that object or event and it answers the question what is like to experience such and such. And it is an effort to understand the meaning of an individual's experiences.

*Illustrative example:*

1. How the student experience and understand President Duterte Administration; A Phenomenology Study
2. A phenomenology study on how the medical students in Medical University perceive their volunteer effort.

**3. Grounded theory** - Generally speaking, it is an approach for looking systematically at qualitative data aiming at the generation of theories. Since each new observation can potentially lead to a new linkage, the process never really ends, and only stops when the researcher decides to conclude his study. It is an effort to derive theory grounded in the perspectives of the participant.

*Illustrative example:*

1. Examine the learning style practices of 10 SHS teachers in Marikina High School.
2. Pain relief is a major problem when you have arthritis.

**4. Historical Approach** - this refers to what you learned, and gain facts in order to explain the present and explain the future. This is employed by researchers who are interested in reporting events and/or conditions that occurred in the past. An attempt is made to establish facts in order to arrive conclusions concerning past events or predict future events (Key, 1997).

*Illustrative examples:*

1. A study of the effects of the historical decisions of the Philippines Supreme Court on Philippine prisons.
2. A study of the factors leading to the historical development and growth of cooperative learning.

**5. Case Study** - It is an intensive study of a specific individual or specific context. It can be explanatory, exploratory, or describing an event. (Sauro, 2015). It is an effort to seek an understanding of a single person or entity.

*Illustrative example:*

1. Students' learning style: A case study of Senior High School in Marikina High School.
2. A case study on Senior High School students on learning difficulties in General Mathematics.



## **Essence of Qualitative Research**

1. It unveils individual perception, feelings and attitude about certain topic.
2. Information is precise and reliable since it promotes collaboration of the researchers and others as well.
3. It also stimulates people's interdependence or interpersonal relationships.

## **Importance of Qualitative Research Across Fields**

Why qualitative research is important? Here are five reasons why you need to perform qualitative, since sometimes you need to use this approach to better fit answer for the research needs and questions.

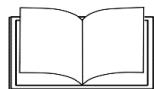
1. Exploration - often used in new areas of inquiry when something is not well defined and where the goals of the research are (1) to scope out the magnitude or extent of a particular problem or behavior, (2) generates some initial ideas about the phenomenon, or (3) test the feasibility of undertaking a more extensive study regarding phenomenon.
2. Complexity - while complicated problems can be quantified, when you need to describe the complexity and subtlety of how users interact with a product or accomplish goals, qualitative research can distil the complexity into more manageable parts. (Creswell, 2012; Sauro, 2017)
3. Context – Understanding the context and environment user provides better product direction. What are the products, places, people, and challenges customers deal with when accomplishing the goals? Some of the richest qualitative data is not collected in a contrived lab; it comes from observing and collecting data in person. (Creswell, 2012; Sauro, 2017).
4. Explanation – when you need to explain mechanisms that cause things, a qualitative method can be fruitful. This attempts to connect the dots in research, by identifying causal factors and outcomes of the target phenomenon (Bhattacherjee 2012, 6).
5. Measure do not fill the problem well – while there are good ways of measuring usability, many interactions can be hard to quantify. Observing users as they struggle to accomplish a goal and probing on the source of the problems help define what ultimately needs to be measured. It is not very helpful to precisely measure the wrong thing. Qualitative data helps uncover the right thing to measure. (Creswell, 2012; Sauro, 2017).

*Qualitative research* is also extensively used in business, particularly in marketing: Here are some situation where qualitative research is often used.

- New product idea generation and development
- Assessing the usability of websites or other interactive products or services



- Strengths and weaknesses of the products or a brand
- Studying emotions and attitudes on societal and public affairs issues
- Determining consumer language as a preliminary step to develop a quantitative survey. (Qualitative Research Consultants Association, 2017)



## What's More

Answer the following activities to practice your knowledge and skill about the importance of qualitative research.

### Activity 1- Identification

Read and identify the following topics and carefully put (/) if it is qualitative and (X) if it is not qualitative.

Topics	Qualitative	Not Qualitative
1. Relationship between the mathematics attitude and competency levels of STEM students in Marikina High School		
2. Understanding dynamics of purchase decisions dynamics		
3. Exploring, market segments, such as demographic and customer groups		
4. Internet availability at home and student's average sleeping time at night		
5. Understanding perceptions of a company, brand, category, and product		



## **Activity 2 – Matching type**

Which of the five approaches to qualitative research corresponds to, or is being described by each of the following sets of ideas/topics listed below?

- |                    |                  |
|--------------------|------------------|
| 1. Case study      | 4. Historical    |
| 2. Ethnography     | 5. Phenomenology |
| 3. Grounded theory |                  |

<b>Topic</b>	<b>Approach</b>
1. Examined the pedagogical practices of eight elementary school teachers in Marikina City.	
2. An in-depth exploration into sexual experiences of people with a mild or moderate intellectual disability	
3. Cultural Influence on the social network marketing effectiveness: Case study of ABC company in Quezon City	
4. Interactions of students' organization in Marikina high school hallways or corridors	
5. Narrative reports as a source of information.	

## **Activity 3 – Knowledge**

Please answer carefully.

Imagine that you are required to conduct a study about psychological or mental illness.

1. What do you think is the best qualitative research title to study people with mental illness?

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2. What is the best approach for study?

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3. Why is it that other approaches are not best for studying people with mental illness?

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## What I Have Learned

In this lesson, we focused on the importance of qualitative research and now that you have finished the lesson, you may have learned that:

1. \_\_\_\_\_ is a multimethod in focus, involving an interpretive naturalistic approach to each subject matter.
2. \_\_\_\_\_ represents a type of research that allows the search and deep exploration of complex issues.
3. It is a step by step used to collect and analyze information to increase our understanding of a topic or issue, this process is known as \_\_\_\_\_.
4. According to Bryman (2008, 697), \_\_\_\_\_ is a philosophy that is concerned with the question of how individuals make sense of the world around them and how in particular the philosopher should bracket out perceptions his/her grasp in the world.
5. \_\_\_\_\_ focuses on the narrative (storytelling) used sources of data.



## What I Can Do

Apply what you have learned about the use of statistical techniques to analyze data.

Write your concise learning about the following:

1. Case study

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2. Qualitative Research

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3. Ethnography

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4. Importance of qualitative research

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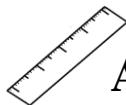
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5. What is the difference between qualitative and quantitative research?

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## Assessment

Showcase the knowledge and skills you have learned in this lesson by answering the assessment activity.

Design a qualitative study on any of the following topics: (1) School Organizations, (2) Covid -19, (3) Bullying in schools, (4) Student punctuality (5) Schools Policy and, (6) Fraternities in school. Or you may use your topic with your interest.

Research Question.

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Reason for the choice of approach to qualitative study.

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Importance of studying the particular topic.

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## Additional Activities

Please answer the questions concisely.

1. What do you think is the best qualitative approach to be used in qualitative research?

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2. What are the strengths and weaknesses of that approach over the other?

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3. Base on the comparison of qualitative and quantitative approach on this module, which one is best for you that you think it is easy to make? Justify your answer?

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## POST TEST

Encircle the best answer.

1. The qualitative research strategy places a value on \_\_.
  - a. using numbers, measurements and statistical techniques
  - b. generating theories through inductive research about social meanings
  - c. conducting research that is of a very high quality
  - d. all of the above
2. Why is an ethnographic study unlikely to use a probability sample?
  - a. Because the aim of understanding is more than that of generalization
  - b. Because the researcher cannot control who is willing to talk to them
  - c. Because it is difficult to identify the sampling frame
  - d. All of the above
3. The following are the limitations of qualitative research EXCEPT:
  - a. Objectivity is inherent
  - b. Labor intensive
  - c. Time intensive
  - d. limited generalizability
4. It is an approach for looking systematically at qualitative data aiming to generalize theories.
  - a. Historical approach
  - b. Ethnography
  - c. Grounded theory
  - d. Case study
5. Which of the following is an importance of qualitative research?
  - a. Complexity
  - b. Exploration
  - c. Explanation
  - d. All of the above



6. The sources you used on your research is called\_\_.
- Sources
  - Literature
  - References
  - Result
7. Which of the following describes the purpose of qualitative research?
- It describes and answers questions about participant and contexts.
  - It answers question and illuminates issues that cannot be answered by a quantitative research.
  - It explores a phenomenon to better understand it
  - All of them
8. A qualitative research design seeking to describe and analyze all or part of the culture of a community is known as a/an.
- Historical study
  - Ethnographic study
  - Action research
  - Grounded theory
9. A qualitative research design in which data related to past events is systematically collected and evaluated to describe potential causes effects or trends is known as
- Ethnographic
  - Action research
  - Historical
  - Grounded theory
10. Which of the following must be accomplished first when conducting a research study?
- Analyze narrative data for underlying themes
  - Collect data
  - Negotiate entry into the research site
  - Interpret the data analysis
11. A qualitative research involves a large number of respondents.
- True
  - False
  - Maybe
  - Sometimes
12. Research aimed at gathering an in-depth understanding of an issue by way of open ended- questioning, non-statistical research techniques, or value-based observations. This describe which of the following?
- Quantitative research
  - Qualitative research
  - Mixed Research
  - Applied research



13. It refers to the protection of people identify through not disclosing their name or not knowing it.
- Confidentiality
  - Privacy
  - Voluntarily participation
  - Anonymity
14. Qualitative research test theories.
- True
  - False
  - Maybe
  - Sometimes
15. Consider as philosophical approach to undertaking qualitative research.
- Ethnography
  - Grounded theory
  - Phenomenology
  - Historical



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## **Quarter 3 – Module 7 – Importance of qualitative Research in daily life**

### **ANSWER KEY**

#### **What I Need Know**

(answers may vary)

#### **What's In**

(answers may vary)

#### **What's New**

(answers may vary)

#### **What's More**

##### **Activity 1- Identification**

1. Not Qualitative
2. Qualitative
3. Qualitative
4. Not Qualitative
5. Qualitative

##### **Activity 2 – Matching type**

1. Grounded theory
2. Phenomenology
3. Case Study
4. Ethnography
5. Historical

##### **Activity 3 – knowledge**

(answers may vary)

#### **What I Have Learned**

1. Qualitative research
2. Case study
3. Research
4. Phenomenology
5. Historical

#### **Assessment**

(answers may vary)

#### **What I can do**

(answers may vary)

#### **Additional Activities**

(answers may vary)



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