

Practical Research 1

Second Semester

Third Quarter-Module 4

Quantitative and Qualitative Research



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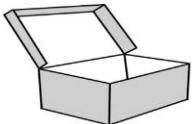
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What I Need to Know

Hello Grade 11 learners! In this fourth module for the 1st grading period, you will learn how to:

Differentiate quantitative from qualitative research

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

1. identify the characteristics of quantitative and qualitative research;
2. compare and contrast quantitative and qualitative research;
3. distinguish quantitative and qualitative research methods; and
4. tell when to use quantitative and qualitative research.



What I Know

Answer the questions below to the best you can. Use a separate sheet of paper for your answers.

1. What is quantitative research?
2. What is the difference between quantitative and qualitative research?

**Lesson
1**

Quantitative and Qualitative Research



What's In

Are you ready to learn more, dear learner?

For a start, please do the task below.

Below are the attributes of qualitative and quantitative research according to www.questionpro.com. Read and analyze the given description of each attribute below, then complete the table by writing down the missing description of an attribute of each type of research. Copy the answers from the answer pool below:

ANSWER POOL

- A. Blended strategies
- B. Numerical data
- C. Open-ended questions
- D. Participant responses affect how and which questions researchers ask next
- E. Participant responses affect how and which topics researchers study next
- F. Quantitative research method focuses on describing the characteristics of a population



- G. Quantitative research method focuses on describing the characteristics of researcher
- H. Use highly semi-structured methods such as in-depth interviews, focus groups, and participant observation
- I. Use semi-structured methods such as in-depth interviews, focus groups, and participant observation
- J. Verifiable data

Attributes	Qualitative Research Method	Quantitative Research Method
Analytical objectives	This research method focuses on describing individual experiences and beliefs.	
Types of questions asked		Closed-ended questions
Data collection Instrument		Use highly structured methods such as structured observation using questionnaires and surveys
Form of data produced	Descriptive data	
Degree of flexibility		Participant responses do not influence or determine how and which questions researchers ask next

Well done, dear learner! I think you are now ready to venture on the next topic.

In this module, you are going to differentiate quantitative and qualitative research. It is very important that you know how to identify these two kinds of research especially on how they differ from each other as this will guide you on the kind of research that you will conduct in the future.



What's New

A. Before Reading Activity

Most students think that research is of one type only. *Are you one of these students, dear learner? Do you know that there are a number of research types applicable in different fields? Are you aware that as a process, research follows a strict methodology?*

B. During Reading Activity

To help you answer the questions above, please read the text below about qualitative research.

Qualitative research takes place in natural environments. ‘Natural environments’ in this context means a place that participants can freely discuss and provide in-depth answers to the questions that the researchers provide. This natural place can be either online or offline depending on the resources available to



researcher; however in recent years, most research has moved online as it enables researchers to get a sample that is better representative of the wider population.

Qualitative research methods are much more personal, creative, and interactive than their quantitative counterparts. Methods such as focus groups, online research communities, forums, etc. allow research participants more freedom to provide in-depth answers and discussions for more detailed and informed insights.

In regards to the insights industry today, the main forms of qualitative research are based on or draw influence from ethnographical, psychological, and sociological research methods in order to understand the meaning behind consumer behavior. This understanding can never be fully established due to the evolutionary nature of human behavior, however, keeping up with it as best we can provide opportunities for enhanced marketing and sales approaches.

C. After Reading Activity

Let us analyze what you have read. Answer the following questions in your own words. Use a separate sheet of paper for your answers.

1. Qualitative research usually happens in natural environments. What does this mean?

2. How does technology affect qualitative research as regard resources?



What is It

Dear learner, to prepare you for your future tasks as a researcher, it is very important that you know the difference between quantitative and qualitative research. *Do you know why?* Knowing how to identify the two types of research will make you become more guided in deciding what study to conduct and submit at the end of the semester.

As a Grade 11 learner, you are actually expected to come up with a qualitative research as your output for the grade level.

You may be wondering what is qualitative research and how is this different from quantitative research. *Am I right?* And probably, you are getting confused on why it is important that you know how to distinguish each type of research mentioned.

Do not worry, dear learner as you will be walked through the process of understanding the lesson through a comprehensive discussion and worthwhile activities.



Are you ready to learn more? Do you still have the positive attitude on learning the lesson even with minor supervision and guidance?

I am glad that you still are eager to learn your lessons well.

First, let us define the two according to experts on the field.

According to www.questionpro.com, **quantitative research** is defined as a systematic investigation of phenomena by gathering quantifiable data and performing statistical, mathematical, or computational techniques. Quantitative research collects information from existing and potential population using sampling methods and sending out online surveys, online polls, questionnaires, etc., the results of which can be depicted in numerical form. After careful understanding of these numbers to predict the future of a product or service and make changes accordingly.

Quantitative research templates, experts added, are objective, elaborate, and many times, even investigational. The results achieved from this research method are logical, statistical, and unbiased. Data collection happened using a structured method and conducted on larger samples that represent the entire population.

On the other hand, **qualitative research**, according to experts in the same site mentioned, is defined as a research method that focuses on obtaining data through open-ended and conversational communication. This method, according to them, is not only about “what” people think but also “why” they think so.

Explaining further on the topic, experts say that qualitative research is based on the disciplines of social sciences like psychology, sociology, and anthropology. Therefore, the qualitative research methods allow for in-depth and further probing and questioning of respondents based on their responses, where the interviewer/researcher also tries to understand their motivation and feelings.

Do you know now the difference between quantitative and qualitative research, dear learner? Can you say this in your own words without reading backwards? Let me know by writing your response down.

To make you understand better the lesson and for you to distinguish the two research methods, let us have their characteristics which I adapt from credible sources.

Ready?

Characteristics of Quantitative Research

These are some distinctive characteristics of quantitative research according to www.questionpro.com are:

- **Structured tools:** Structured tools such as surveys, polls, or questionnaires are used to gather quantitative data. Using such structure methods helps in collecting in-depth and actionable data from the survey respondents.
- **Sample size:** Quantitative research is conducted on a significant sample size. Appropriate sampling methods have to be used when deriving the sample to fortify the research objective.
- **Close-ended questions:** Closed-ended questions are created per the objective of the research. These questions help collect quantitative data and hence, are extensively used in quantitative research.



- **Prior studies:** Various factors related to the research topic are studied before collecting feedback from respondents.
- **Quantitative data:** Usually, quantitative data is represented by tables, charts, graphs, or any other non-numerical form. This makes it easy to understand the data that has been collected as well as prove the validity of the market research.
- **Generalization of results:** Results of this research method can be generalized to an entire population to take appropriate actions for improvement.

For Prieto, et al, quantitative research has the following characteristics:

- Methods or procedures of data gathering include items like age, gender, educational status, among others, that call for measurable characteristics of the population.
- Standardized instruments guide data collection, thus ensuring the accuracy, reliability and validity of data.
- Figures, tables or graphs showcase summarized data collected in order to show trends, relationships or differences among variables. In sum, the charts and tables allow you to see the evidence collected.
- A large population yields more reliable data, but principles of random sampling must be strictly followed to prevent researcher's bias.
- Can be repeated to verify findings in another setting, thus, reinforcing validity of findings.
- Puts emphasis on proof, rather than discovery.

Can you differentiate the information given above from the two sources? What are its similarities? What are its differences?

I hope dear learner, that you take note on the important details about the nature of quantitative research. It is very important that you do so that you will not be confused when you study on the nature of qualitative research.

Characteristics of Qualitative Research

Adi Bhat of <https://www.questionpro.com>, gives the following characteristics of qualitative research:

- ❖ Qualitative research methods usually collect data at the sight, where the participants are experiencing issues or problems. These are real-time data and rarely bring the participants out of the geographic locations to collect information.
- ❖ Qualitative researchers typically gather multiple forms of data, such as interviews, observations, and documents, rather than rely on a single data source.
- ❖ This type of research method works towards solving complex issues by breaking down into meaningful inferences that is easily readable and understood by all.
- ❖ Since it's a more communicative method, people can build their trust on the researcher and the information thus obtained is raw and unadulterated.

In your own words, can you discuss the nature of qualitative research? How is this different from quantitative research?



You are doing great my dear student! I am very glad to note your interest in the subject. *You are getting more interested to learn, right?*

In that case, let us discuss on the methods of research done in quantitative and qualitative research.

The following research methods for both quantitative and qualitative research are taken from <https://www.questionpro.com>:

Quantitative Research Methods

There are multiple types of primary quantitative research. They can be distinguished into the four following distinctive methods, which are:

1. Survey research
2. Correlational research
3. Causal-comparative research
4. Experimental research

Do you have any idea on these methods? Please tell me if you have.

To make you understand better these methods, let us discuss them one by one:

1. Survey research

Accordingly, survey research is the most fundamental tool for all quantitative outcome research methodologies and studies. Surveys used to ask questions to a sample of respondents, using various types such as online polls, online surveys, paper questionnaires, web-intercept surveys, etc.

Have you experienced being surveyed dear learner? What was the survey all about? Did you willingly participate in the survey? Why? Why not?

2. Correlational research

Correlation research is conducted to establish a relationship between two closely-knit entities and how one impacts the other and what are the changes that are eventually observed. This research method is carried out to give value to naturally occurring relationships, and a minimum of two different groups are required to conduct this quantitative research method successfully. Without assuming various aspects, a relationship between two groups or entities must be established.

Remember, my dear student, researchers use this quantitative research design to correlate two or more variables using mathematical analysis methods. Patterns, relationships, and trends between variables are concluded as they exist in their original set up. The impact of one of these variables on the other is observed along with how it changes the relationship between the two variables. Researchers tend to manipulate one of the variables to attain the desired results.

Sounds difficult, isn't it, dear learner? But no. It is not. This is actually one method that is easy to do. Do not worry. You will know more on this as you go on with your studies in the subject.



Let us proceed. This time let us discuss about causal-comparative research.

3. Causal-comparative research

Dear learner, I am sure that you know what is cause and effect, am I right? You know very well that in every action there is an equal reaction, isn't it?

Well, this is actually related to this research method.

Experts say that causal-comparative research method mainly depends on the factor of comparison. Also called quasi-experimental research, this quantitative research method is used by researchers to conclude the cause-effect equation between two or more variables, where one variable is dependent on the other independent variable.

The independent variable is established but not manipulated, and its impact on the dependent variable is observed. These variables or groups must be formed as they exist in the natural set up. As the dependent and independent variables will always exist in a group, it is advised that the conclusions are carefully established by keeping all the factors in mind.

Can you explain this method in your own words? Let us see if you understand this.

4. Experimental research

In what subject do you study about theories? What are theories?

Experimental research, dear learner, also known as true experimentation, is a research method which is reliant on a theory. As its name suggests, it is usually based on one or more theories. This theory has not been proven in the past and is merely a supposition. In experimental research, an analysis is done around proving or disproving the statement. This research method is used in natural sciences.

There can be multiple theories in experimental research. A theory is a statement that can be verified or refuted.

After establishing the statement, efforts are made to understand whether it is valid or invalid. This type of quantitative research method is mainly used in natural or social sciences as there are various statements which need to be proved right or wrong.

Are you experiencing an information overload, my dear student? Well, take a deep breath. Do the inhale and exhale exercise before you proceed in learning about qualitative research methods.

Are you done? Well, let us then us continue.

Best practices to conduct quantitative research

Here are some best practices to conduct quantitative research:

1. Differentiate between quantitative and qualitative: Understand the difference between the two methodologies and apply the one that suits your needs best.



2. Choose a suitable sample size: Ensure that you have a sample representative of your population and large enough to be statistically weighty.

3. Keep your research goals clear and concise: Know your research goals before you begin data collection to ensure you collect the right amount and the right quantity of data.

4. Keep the questions simple: Remember that you will be reaching out to a demographically wide audience. Pose simple questions for your respondents to answer.

Qualitative Research Methods

According to experts, qualitative research methods are designed in a manner that help reveal the behavior and perception of a target audience with reference to a particular topic.

For you to utilize this method dear learner, please note that there are different types of qualitative research methods. The usual methods used are the *in-depth interview, focus groups, ethnographic research, content analysis, and case study*.

But do you know the areas where qualitative research methods started?

Qualitative research methods, as experts say, originated in the social and behavioral sciences. *Do you know about social and behavioral sciences? From the words “social” and “behavior,” how would you define the terms? What are we talking about here?*

Very good! We are actually talking about society and how we (humans) interact with others.

My dear learner, they say that today, our world is more complicated and it is difficult to understand what people think and perceive. But with qualitative research, it is still easier to communicate and find out solutions to social and behavioral problems. *Are you with me in this thought, my dear student?*

I am glad that we are of the same thoughts, dear learner. At this point, let us continue with our discussions. This time, we discuss on the frequently used qualitative research methods.

Are you ready?

The following are the qualitative research methods that are frequently used:

1. One-on-one interview

In our daily lives, we ask questions, right? We ask questions regarding different matters to our parents, brothers, sisters, friends, and anybody that we are interacting to. Am I correct, my dear student? Say for example the present Covid-19 pandemic, what questions do you have on this? To whom did you ask the questions? What answer did you get?

Interviewing entails asking questions.

Dear learner, experts say that conducting in-depth interviews is one of the most common qualitative research methods. Furthermore, they say that it is a



personal interview that is carried out with one respondent at a time and that this is purely a conversational method and invites opportunities to get details in depth from the respondent.

Do you think this method is advantageous?

It is, my dear learner. Accordingly, one of the advantages of this method is that it provides a great opportunity to gather precise data about what people believe and what their motivations are. This happens especially if you are well experienced asking the right questions which helps a lot in collecting meaningful data. If you should need more information, you should ask such follow up questions that will help you collect more information.

These interviews can be performed face-to-face or on phone and usually can last between half an hour to two hours or even more. When the in-depth interview is conducted face to face it gives a better opportunity to read the body language of the respondents and match the responses.

It is advised that you do the interview face-to-face. *But given the present situation, it is still proper to do this? Why? Why not? What should you do then?*

You are continuously showing high interest and motivation in learning your lesson, my dear student! My heart is joyful knowing that you are very eager in learning your lessons well.

Let us have another method.

2. Focus groups

A focus group is also one of the commonly used qualitative research methods used in data collection. *Do you know how many respondents needed in a focus group? Do you know the purpose and advantage of this method?*

According to research experts, a focus group usually includes a limited number of respondents ranging from 6-10.

The main aim of the focus group is for you to find answers to the “why” “what” and “how” questions. One advantage of focus groups is, you don’t necessarily need to interact with the group in person. Nowadays, considering the health issues that we are facing, focus groups can be sent an online survey on various devices and responses can be collected at the click of a button.

Know however, dear learner, that focus groups are an expensive method as compared to the other online qualitative research methods. Typically they are used to explain complex processes. This method is very useful when it comes to market research on new products and testing new concepts.

Is this method clear to you now? Well, that is good to know. This time let us proceed with ethnographic research. *By the way, do you have any idea on what ethnography is?*



3. Ethnographic research

Dear learner, most experts agree that ethnographic research is the most in-depth observational method that studies people in their naturally occurring environment.

Only remember that if you use this method, this requires you to adapt to the target audiences' environments which could be anywhere from an organization to a city or any remote location. Here geographical constraints can be an issue while collecting data.

This research design aims to understand the cultures, challenges, motivations, and settings that occur. Instead of relying on interviews and discussions, you experience the natural settings first hand.

This type of research method can last from a few days to a few years, as it involves in-depth observation and collecting data on those grounds. It's a challenging and a time-consuming method and solely depends on your expertise to be able to analyze, observe and infer the data.

Do you think you can utilize this method, dear learner? Why? How? Where? Let me know then if you do.

On with the next method! Are you ready, my dear student? Well, you can stop for a while and take a deep breath of drink water or eat something.

Do you know that there are cases where students find it hard to understand the lesson because of hunger and stress? Do you know that a lot of case studies are about these problems?

Do not be that student, my dear learner. So, take a short break.

Are you refreshed now? Good! Let us then proceed to discuss case study research.

4. Case study research

This type of research method, credible sources say, is used within a number of areas like education, social sciences and similar. This method may look difficult to operate, however, it is one of the simplest ways of conducting research as it involves a deep dive and thorough understanding of the data collection methods and inferring the data.

Is one of your classmates finding it hard to study his lessons? Do you know somebody who excels academically even if he/she is poor? Do you know somebody who contracted the Covid-19 virus even if he/she has no travel history or contacts with a Person Under Monitoring (PUM) or Person Under Investigation (PUI)?

These my dear student are examples of a good topic for a case study.

5. Record keeping

The next method that we will discuss is record keeping.

Do you go to the library? What is your purpose of going there? If you need to find information, where do you usually get them?



The questions above, my dear student, lead you to understanding what record keeping is all about.

According to experts, this method makes use of the already existing reliable documents and similar sources of information as the data source. This data can be used in new research. This is similar to going to a library where one can go over books and other reference material to collect relevant data that can likely be used in the research.

6. Process of observation

How many senses do you have, my dear learner? How important are these senses?

Another qualitative method is qualitative observation. Qualitative observation, experts say, is a process of research that uses subjective methodologies to gather systematic information or data. Qualitative observation is primarily used to equate quality differences. Furthermore, qualitative observation deals with the 5 major sensory organs and their functioning – sight, smell, touch, taste, and hearing. This doesn't involve measurements or numbers but instead characteristics.

Do you have in mind an idea on conducting qualitative observation? In case you have, what sense will you focusing? What is this study about?

Bravo! You have reached this far, my dear learner! I am very happy about your unwavering interest in learning more of the topics!

But before we proceed with our discussions, may I ask, dear learner if you know when to use qualitative research? Can you tell me when and how to use this kind of research method?

When to use qualitative research

Researchers make use of qualitative research techniques when they need to capture accurate, in-depth insights. It is very useful to capture “factual data”.

Here are some examples of when to use qualitative research.

- Developing a new product or generating an idea.
- Studying your product/brand or service to strengthen your marketing strategy.
- To understand your strengths and weaknesses.
- Understanding purchase behavior.
- To study the reactions of your audience to marketing campaigns and other communications.
- Exploring market demographics, segments, and customer groups.
- Gathering perception data of a brand, company, or product.

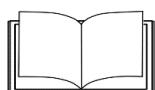


To sum up, the basic differences between qualitative research methods and quantitative research methods are simple and straightforward. They differ in:

- ✓ Their analytical objectives
- ✓ Types of questions asked
- ✓ Types of data collection instruments
- ✓ Forms of data they produce
- ✓ Degree of flexibility

Attributes	Qualitative research methods	Quantitative research methods
Analytical objectives	This research method focuses on describing individual experiences and beliefs.	Quantitative research method focuses on describing the characteristics of a population.
Types of questions asked	Open-ended questions	Closed-ended questions
Data collection Instrument	Use semi-structured methods such as in-depth interviews, focus groups, and participant observation	Use highly structured methods such as structured observation using questionnaires and surveys
Form of data produced	Descriptive data	Numerical data
Degree of flexibility	Participant responses affect how and which questions researchers ask next	Participant responses do not influence or determine how and which questions researchers ask next

There you have it, my dear learner! I am sure that you learned a lot from our discussions. I am very positive that you will do your remaining tasks properly and successfully.



What's More

Answer the activities that will follow to practice your knowledge and skill about the topic of quantitative and qualitative research.

Activity 1

In a paragraph containing at least 100 words, discuss quantitative and qualitative research.



Activity 2

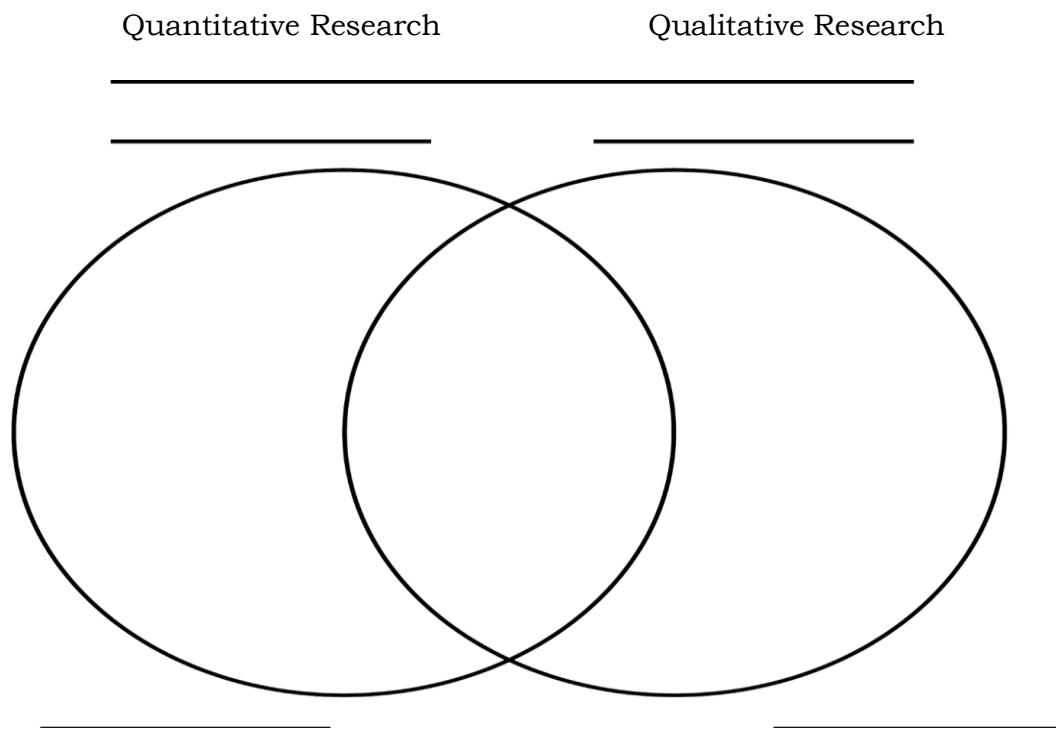
Compare and contrast quantitative and qualitative research by writing at least five (5) characteristics on each column.

Quantitative and Qualitative Research	
Quantitative Research	Qualitative Research
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Activity 3

Compare and contrast quantitative and qualitative using the Venn diagram below.

Differences Between Quantitative and Qualitative Research





What I Have Learned

In this module, you have studied about the difference between quantitative and qualitative research. Express what you have learned by answering the questions below.

Do the following tasks.

You know that the present educational system has changed drastically due to the Covid-19 pandemic. Based on this situation, think of a possible quantitative and qualitative research topic. Explain the research methodology that you would use in each. Write your answer in at least two paragraphs containing 100-200 words.

A. Quantitative Research Topic:

Discussion:

B. Qualitative Research Topic:

Discussion:



What I Can Do

Apply what you have learned on the difference between quantitative and qualitative research methods by doing the activity that will follow.

Without browsing back the pages of the module, write a paragraph containing of at least 100 words telling when to conduct a qualitative and quantitative research.



Assessment

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

Complete the statements. Circle the letter of the correct phrase that best complete the statement.

1. Quantitative research is a systematic investigation of phenomena by gathering quantifiable data and performing statistical, mathematical, or _____.

- A. analytical techniques
- B. assessment techniques

- C. computational technique
- D. verification techniques



2. Quantitative research templates are _____.
A. objective, elaborate, and investigational
B. objective, elaborate, and physical
C. objective, elaborate, and recreational
D. objective, elaborate, and structural

3. The results achieved from quantitative research method are _____.
A. logical, statistical, and unassessed
B. logical, statistical, and unbiased
C. logical, statistical, and unexplained
D. logical, statistical, and unverified

4. Data collection in quantitative research happened using a structured method and _____.
A. conducted on larger samples that represent the entire population
B. conducted on smaller samples that represent the entire population
C. conducted on somehow larger samples that represent the entire population
D. conducted on somehow smaller samples that represent the entire population

5. Qualitative research is not only about “what” people think _____.
A. but also “how” they think so
B. but also “when” they think so
C. but also “where” they think so
D. but also “why” they think so

6. Qualitative research methods allow for in-depth and further probing and questioning of respondents based on their responses, where the interviewer/researcher also tries _____.
A. to adapt their motivation and feelings
B. to probe their motivation and feelings
C. to simulate their motivation and feelings
D. to understand their motivation and feelings

7. Qualitative research methods usually collect data at the sight, where the participants are _____.
A. creating issues or problems
B. experiencing issues or problems
C. solving issues or problems
D. tracking issues or problems

8. Qualitative researchers typically _____.
A. assemble multiple forms of data
B. collaborate multiple forms of data
C. gather multiple forms of data
D. reject multiple forms of data

9. Qualitative research method works towards solving complex issues by breaking down into meaningful inferences that is _____.
A. easily adapted and understood by all
B. easily combined and understood by all
C. easily examined and understood by all
D. easily readable and understood by all



10. Qualitative research method is a more communicative method and people can build their trust on the researcher and the information thus obtained is _____.

- A. raw and unadulterated
- B. raw and uncollected
- C. raw and unplanned
- D. raw and unverified



Additional Activities

Watch the video on the *Overview of Qualitative Research Methods* by clicking the link below:

<https://www.youtube.com/watch?v=IsAUNs-IoSQ>

After watching, a paragraph or two containing 100-150 words explaining the key information that you get.

POSTTEST

Identify the following characteristics. Write **A** for Qualitative and **B** for Quantitative. Write letters on the space provided before each item.

- 1. Appropriate sampling methods have to be used when deriving the sample to fortify the research objective.
- 2. Closed-ended questions are created per the objective of the research.
- 3. Collect data at the sight, where the participants are experiencing issues or problems.
- 4. More communicative method and people can build their trust on the researcher and the information thus obtained is raw and unadulterated.
- 5. Multiple forms of data, such as interviews, observations, and documents are gathered, rather than rely on a single data source.
- 6. Represented by tables, charts, graphs, or any other non-numerical form.
- 7. Results can be generalized to an entire population to take appropriate actions for improvement.
- 8. Surveys, polls, or questionnaires are used to gather quantitative data.
- 9. Various factors related to the research topic are studied before collecting feedback from respondents.
- 10. Works towards solving complex issues by breaking down into meaningful inferences that is easily readable and understood by all.





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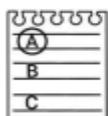
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Answer Key

Attributes	Qualitative research methods	Quantitative research methods
What I know	Answers may vary.	Answers may vary. Are you ready, dear learner?
What's in	Answers may vary.	Expected answer: Yes
What I can do	Answers may vary.	Answers may vary.
Activity 1	Answers may vary.	Answers may vary.
Activity 2	Answers may vary.	Answers may vary.
Activity 3	Answers may vary.	Answers may vary.
What's New	A. Before Reading Activity B. After Reading Activity C. After Reading Activity	Answers may vary.
What's More	C. Answers may vary	Answers may vary.
What I Have Learned	Answers may vary.	Answers may vary.
What I Can Do	Answers may vary.	Answers may vary.
Assessment	Answers may vary.	Answers may vary.
Analytical objectives	Answers • Quantitative research method focuses on describing the characteristics of a population.	Answers • Qualitative research method focuses on describing the characteristics of a population.
Types of questions asked	Answers • Open-ended questions	Answers • Semi-structured methods
Data collection instrument	Answers • Observation	Answers • Depth interviews, focus groups, and participant observation
Form of data produced	Answers • Numerical data	Answers • Text and which questions affect how and which responses affect researchers ask next
Degree of flexibility	Answers • Participant responses affect how and which questions affect how and which responses affect researchers ask next	Answers • Researchers ask next



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