

Unit 5

Business



Unit 5 Unit 5 Based on your research topic, which of the 5 qualitative approaches best fit your topic? Please provide rationale in your response.

The five qualitative approaches that aided and best fitted my topic of study include:

I. The single unit analysis approach. This quantitative approach involves the collection of information in a comprehensive manner on a particular analysis unit. This approach mostly takes much time to ensure that there is an in-depth understanding of the topic of study. It is an ideal approach for this research, as it serves as the same institution where the researcher conducts the study; as a result, the improved participant observation and intensive collection of data are available (Johnson & Onwuegbuzie, 2004).

The other approach is the quantitative method from archival records, field work, and observation. This enables the study not to depend on a specific method of collecting data. With such an approach, the researcher is in a position to concentrate on situations that are more complex, but still have the situation context taken into account. The alternative is the restrictive approach; the case study on a particular issue has to be restricted by an event, time, or a particular place. This ensures that the study is more specific and the qualitative topic remains relevant. This approach also gave room for a more extensive and detailed study.

Empirical investigation allowed me to use several sources as evidence to support the study. By using this approach, my work achieved an understanding that is deeper and gave room for the triangulation of the several data collection methods I used. The approach indicates the possibility of various sources of data, hence need for triangulation (Johnson & Onwuegbuzie, 2004).

The data collection approach involved the sharing of sentiments allowing data to be collected through observation from participants, in-depth interviews, documentation reviews, and questionnaire reviews. This made the collection of data an easy process and thus most suitable for my case study.

Why would one choose a mixed method design for their study? What are its primary benefits?

The mixed method approach involves the collection, analysis, and interpretation of both qualitative and quantitative data while considering the study of a particular phenomenon. A mixed method design is a representation of both an intuitive and logical appeal, which offers a platform for doing away with the gap between quantitative and qualitative paradigms. A mixed method approach will include the strength of both these approaches while at the same time minimizing the weaknesses of the respective approaches (Sun, 2009)

The mixed method approach helps the researchers to consider a more defined and wide range of questions for research so that they are not restricted to a particular approach. More so, by having more than one method before them, the researchers are in a better position to make use of a particular method that will overcome the weaknesses of the rest of the methods, thus achieving stronger evidence as they draw conclusions. Both quantitative and qualitative data help achieve an understanding that is comprehensive, and one needs to come up with decisions that are well informed. Mixed method design allows the collection of both quantitative and qualitative data to be done at the same time, thus making the collection process using the respective methods not sequential, which helps avoiding

<https://assignbuster.com/unit-5/>

delays. Mixed methods approach has also additional advantages over the rest of the methods. Additionally, the mixed method makes use of numbers to achieve narrative precision of data. Thus, by the use of mixed method design, researchers will be able to enrich their studies and make them more accurate, clear and detailed (Sun, 2009)

References

- Johnson, B., & Onwuegbuzie, J. (2004). Mixed methods research: A research paradigm whose time has come. *Educational Researcher*, 33(7), 14-26.
- Sun, T. (2009). *Mixed Methods Research: Strengths of Two Methods Combined*. Columbus: SMC University Press.