

# Understanding br terms essays examples

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Qualitative and quantitative research applies different research strategies both in the ways they analyze the information and the information is collected. The qualitative research involves non-numerical data such as research information that is collected from different journals, scholarly research articles, visual materials, etc. that is analyzed by the researcher paraphrased in his own words. On the other hand, the quantitative research involves collecting the numerical data and analyzing the data with the use of financial software such as Excel and SPSS. Both research methods share their own set of advantages and disadvantages along with similarities and differences. Both the methods are applicable for the research that is conducted by the decision-makers (Gioia, 2012).

### **Strengths and weaknesses of qualitative research method**

The main strength of qualitative research method is that it is able to help in creation of knowledge about a novel phenomenon and multifaceted interrelations that have still not being researched comprehensively or have never been discussed or research previously ever (Gioia, 2012). In the case that requires the above stated, it is appropriate as per the situation because it helps in developing a theory, elaborating it, and testing of it where the theory under discussion entails a reference to the context that is being discussed (Gioia, 2012).

The main weakness of this method is that the data collection method that is involved in the qualitative approaches such as interviews, group discussions, problem-centered approach and semi-structured interviews are extremely time consuming for two main reasons. First because the main purpose of this research method is on the verbal access of the information and context that

is researched and second that the research process involves a lot of interaction and is interrelated to each other (Gioia, 2012).

### **Strength and weakness of quantitative research method**

The main strength of quantitative research method is that it allows the researcher to measure the response of large sample size with a limited set of questions through a questionnaire and with the help of statistical tools, this data is aggregated and compared using the financial software such as Excel and SPSS. The close-ended questionnaire will help the researchers to find out the pattern in a generalized form of the participants that will help the researchers to attain a general set of findings and patterns of how the participants have answered to the set of questions (Patton, 2002).

The main weakness of this design method is that it requires a deductive approach and pre structures set of responses that are based upon the theory already developed. This actually fails to provide an insight into the real thoughts and experiences of the participants. Since mostly the questionnaires are used with a set of questions with most response based on close-ended questionnaire, the participants are unable to describe their own thoughts and feelings towards the subject researched. Hence, it is suggested that quantitative researchers perform a neutral role, balance the questionnaire with appropriate questions, and leave little room for the participants to express their own concerns and experiences towards the subject under discussion (Patton, 2002).

## **How can these be used most effectively in a combined approach?**

Even though qualitative and quantitative research designs have their strengths and weaknesses, they can be used in the most effective manner when combined together. The qualitative research can be used effectively to identify what factors affect the investigation and research and then this information can be used to design quantitative research design that evaluates how these factors that are identified by the qualitative research would impact the user preferences (Napoles, 2006). Let us take an example of display preferences – if the qualitative research method is used and it identified display type such as mobile phone display, computer monitor, or TV, the researchers will be able to use this data to determine what will impact the user preferences. Simultaneously, trend analysis can be performed with the help of quantitative research by incorporating qualitative data collection method and then after performing the trend analysis it should be verified properly (Napoles, 2006).

## **Which method is appropriate for research in business of functional area?**

Since I belong to healthcare sector, the use of qualitative research is increasing in this industry. The federal government has emphasized and encouraged the qualitative research through offering funding programs issued by National Institutes of Health. The scientific conferences, monographs, and workshops have been funded in order to approach the qualitative techniques the most (Napoles, 2006).

## References

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