

# Two research methods

Government, Military



**Research Approaches** It is undeniable that usefulness of research primarily depends on good choice of the research approach. I will consider using either qualitative or quantitative research approach. Although both methods are widely used in social research, qualitative research is arguably the most convenient and less tasking.

Qualitative research relies heavily on inductive reasoning. This implies that the researcher has to look into the patterns of the gathered information and come up with logic conclusions. Commonly referred to as “bottom-up” approach, a qualitative researcher seeks to generalize the research findings to come up with an acceptable theory. The greatest advantage of qualitative approach is that it is relatively simple to carry out, as there is no strict research design. Secondly, this approach engages the nature more naturally. This approach is also advantageous in that it allows for collection of more detailed data making it more comprehensive. The main disadvantage of qualitative approach lies on the fact that the researcher is heavily involved in the research and therefore, outcome basically depends on researchers ability to carry out the research.

Quantitative approach, on the other hand, uses concrete data as well as rigorous statistical and data analysis techniques. Data analysis softwares such as SPSS are often used. A researcher begins with a hypothesis they seek to prove and then goes on to collect and analyze data in the process. Considering that findings come from the data, deductive reasoning is commonly associated with quantitative approach. However, objectivity is overwhelmingly important in this form of approach and variables well known. Greatest advantage of quantitative approach is that researcher gets the

opportunity to analyze data in more detailed fashion making the approach more objective. However, quantitative approach is disadvantageous in that things are not done in their natural setting. Additionally, approach is more complicated and time consuming. More notably, large populations must be studied for the research to gain credibility.