

# Qualitative and quantitative research design

Sociology



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Quantitative and qualitative research design: Global Management Journal;  
Jun Vol. 2 Issue p66-87, 22p, 14 Charts

Generally, in management science, there are varieties of approaches to do research; they depend on specific research objectives and questions as well as their impact upon findings. In most cases it is assumed that at post graduate level, the students and supervisors need to be au fit with full spectrum of the research strategies and be in a position to link the appropriate design to some specific research objectives and question. In addition, quantitative and qualitative research methods are viewed as being opposite research instead of strategies of continuum. Therefore, this limits the overall research result as well as its value and gives room for predisposition of the supervisor to influence students work. Compared to the past, it was believed that certain functional areas in the field of management science that uses research strategies instead of employing the full spectrum present. According to this paper, it gives an objective view of the entire research strategies employed by trying to match these strategies to various fields of specialization and to the defined plan of research outcome. The journal article was studies based on proportional stratified random sampling, research strategies and design as well as the conclusion. A model as shown by Pellissier & Rene (2010) was chosen to be used. The model was reworked using context analysis approach in combination of the modeling and building theory. The stratification allowed development of any differences between the trends and journals. From such a finding, it seems that the present review process is not very strict in all areas research methodology and design so as to show the difference that exists between articles.

Guide to design and implementation Journal. 2011, Vol. 41 Issue 2, p161-  
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The clearly paper discusses the main issues of research ethics that are qualitative in nature majorly on the case of studies that are published in the creation social science journal. The author is able to discuss the qualitative research applications of different concepts such as generalizability, reliability and validity as well as relevance of the ethical considerations in qualitative research and even going an extra mile to examine the convention of different methods that the researcher interacted with research participants. For instance in-depth interviews tend to focus on groups interviews and observation published in 2000-2011 by different Croatian journals that re indexed in the international bibliography of science (IBSS) as well as the social science citation (SSC). Based on the results, they evidence the undeveloped conventions used in reporting on the ethical issues that are later reinforced by some weak intuitional accountability in their underlying domain of ethical regulations. In addition the existing misconception about lack of research qualitative studies is one of the factors responsible for studies often being less scientific. Though on the other side, good qualitative studies demand stricter regime of a researcher's accountability in line with his or her research procedures and decision. Even though, the reports on research levels and the discussions of validity and reliability, is taken into consideration or adopted to the nature of qualitative studies, are really missing from Croatian publications made using quantitative methods. Therefore the reinforcement of this misconception about quantitative research, discerns readers from evaluating the legality and credibility of quantitative research.

Pellissier & Rene, 2010, Global Management Journal; Jun2010, Vol. 2 Issue 1, <https://assignbuster.com/qualitative-and-quantitative-research-design/>

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Merriam, Sharan, 2011, Guide to design and implementation Journal. 2011,  
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