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# Types of research

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# THE SOCIAL SCIENCE DILEMMA

- Modeled after natural science (e.g. August Comte)
  - The search for objective laws of social events
- Anti-positivist currents (e.g. Wilhelm Dilthey)
  - The search for subjective, individually personal principles

# TYPES OF RESEARCH

## Quantitative research

Assumption – human behavior can be measured and predicted

Methods working with bulk data

Often use of software for statistical data analysis

Objective: exploration, description, verification of the truth of our ideas about the relationship between the monitored variables

## Qualitative research

Methods revealing the meaning and significance of unique situations in social life

A broad label for many different approaches

# TYPES OF RESEARCH

Quantitative research	Qualitative research
The goal of hypothesis testing	The goal of hypothesis generation
Deductive logic (theory → hypotheses → data collection → confirmation or rejection of the hypothesis)	Inductive logic (data collection → preliminary conclusions → repeated data collection until theoretical saturation → conclusions → theory)
Limited range of information on many units	A lot of information about a small number of units
Reduction of reality to variables and observed relationships between them	Reduction of the number of monitored units
Easy and measurable generalization to the population	Problematic or impossible generalization to the population
Tests understanding of social reality	They strive to understand social reality

# WHEN TO CHOOSE WHICH APPROACH?

THE CHOICE OF METHODS IS ALWAYS DETERMINED BY THE SUBJECT OF THE RESEARCH AND THE GOAL OF THE RESEARCH!

## Quantitative research

A phenomenon about which we have some information

Application of theory

We can formulate a hypothesis, we know the variables

Ambition to generalize conclusions to the population

## Qualitative research

New topic, no theory, difficult to identify variables

It is necessary to study actors in their natural environment

Interest in meaning and interpretation, understanding from the perspective of the actors

We do not have the ambition to generalize the conclusions to the population

# QUANTITATIVE RESEARCH

## Advantages

Testing and validating theories

Can be generalized to the population

The researcher can construct situations by eliminating the influence of confounding variables and demonstrate a cause-effect relationship.

Relatively fast and straightforward data collection

Provides precise numerical data (?)

Relatively fast data analysis

The results are relatively independent of the researcher (?)

Useful when examining large groups

## Disadvantages

The categories and theories used by the researcher may not correspond to local specificities

The researcher may neglect phenomena because he is only focused on a certain theory and its testing and not on the development of the theory

The knowledge gained may be too abstract and general for direct application in local conditions

The researcher is limited by the reductive method of data collection

# QUALITATIVE RESEARCH

## Advantages

Gains detailed description and insight when examining an individual, group, event, phenomenon

Investigates the phenomenon in its natural environment

Allows you to study processes

Allows you to propose theories

Responds well to local situations and conditions

It looks for local causal connections

Helps with initial exploration of phenomena

## Disadvantages

The knowledge gained may not be generalizable to the population and to other environments

Difficult to make quantitative predictions

Difficult to test hypotheses and theories

Data analysis and collection are often time-consuming stages

Results more easily influenced by the researcher and their personal preferences

# QUALITATIVE AND QUANTITATIVE RESEARCH

## Quantitative Methods



## Qualitative Methods



# TYPES OF RESEARCH – MIXED RESEARCH

It builds on the synergy of qualitative and quantitative research with the aim of understanding a given phenomenon better than using only qualitative or quantitative research

Sequential combining

Simultaneous combining

Disadvantages?

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It builds on the synergy of qualitative and quantitative research with the aim of understanding a given phenomenon better than using only qualitative or quantitative research

Sequential combining

Simultaneous combining

Disadvantages:

- The researcher (team of researchers) must master both qualitative and quantitative research techniques
- It requires time and financial resources
- The suitability of using mixed research, as in other types of research, is based on the goal/research problem of the entire research.

# LAST WEEK'S TASK

Reading 3 professional articles on the chosen topic

- What is the main theme of the text, what problem does the text solve? → **themes**
- What conclusions are formulated in the text regarding this main topic? →
- How are the conclusions justified, how did the author arrive at them? – research method, theoretical argument → **methods**

# DATA COLLECTION TECHNIQUES

## Quantitative research

Observation

Questionnaire

Interview

Content analysis

## Qualitative research

Non-standardized, participant  
observation

In-depth interview / narrative  
interview

Content analysis

# INFORMATION

15.10.2024 – Dean's leave – no classes at the Faculty of Arts all day

17.10.2024 – class is cancelled due to my absence

**Until 22.10.2024 12:00** – complete the assignment, submit it via Semester work in STAG (see the following slide for the assignment)

# RESEARCH METHODS

Find three professional articles for the selected topic

Summarize in the text what basic research questions the articles raised in relation to the selected topic (specific problems, what specific methods they used and what conclusions they reached)

Don't forget to cite the articles in the text and list them at the end.

Suggest how you would proceed in researching the topic. If the articles used only quantitative or only qualitative methods, consider whether the topic could also be investigated using the other group of methods and what such research could focus on.

Range approximately 0.5-1 A4